DECEMBER 13, 1943 PRICE 15 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

DEC 1

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AT CHRISTMASTIDE

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5000 WATTS • 950 ON THE DIAL

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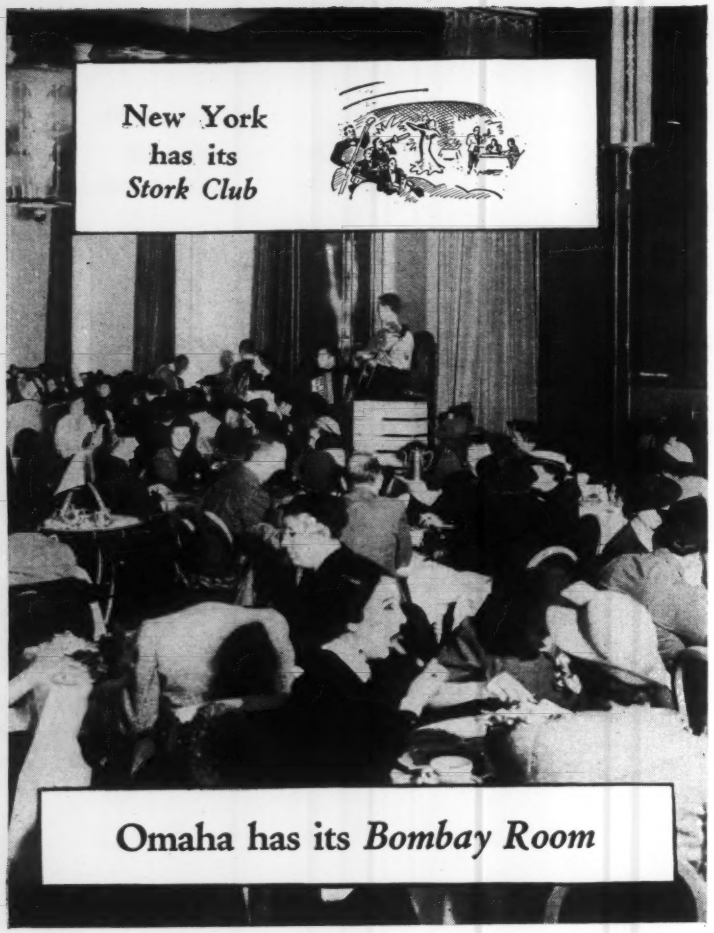

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KOIL CBS in Omaha
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BROADCASTING
The Weekly Newsmagazine of Radio Broadcast Advertising

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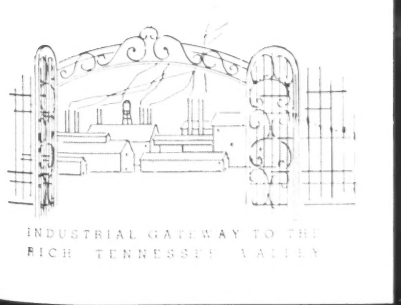

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BROADCASTING
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Broadcast Advertising

Vol. 25, No. 24 WASHINGTON, D. C., DECEMBER 13, 1943 $5.00 A YEAR—15c A COPY

Senate Group to Draft Changes in Law

Trammell Presents Impressive Case To Committee

WITH THE end in sight this week on public hearings, the Senate Interstate Commerce Committee will settle down to work after the Christmas holidays to draft legislation designed to guarantee radio's future as a free enterprise by clearly charting the limits of the FCC's jurisdiction.

Instead of a fully integrated law, to supplant the Communications Act of 1934, committee sentiment appeared to favor enactment of a series of amendments dealing with immediate problems of FCC jurisdiction, and leave for the future—probably after the war—the larger task of writing a law to fit a radically different and more comprehensive medium. This procedure was suggested by several witnesses and was driven home hard by Niles Trammell, NBC president and main witness last week.

Last Friday, the Committee heard Chief Engineer E. K. Jett of the FCC recommend that the number of channels for FM and television be doubled, but that precise allocations be withheld until more is learned about the characteristics of these frequencies. Appearing at the same session, O. B. Hanson, vice-president and chief engineer of NBC, predicted a television network between Washington and Boston within two years after the war, and 1,000 television stations on the air, with 25,000,000 receivers in use, representing a three billion dollar investment, within a decade.

Hearings to End

The preponderant view was that the committee already had heard enough and was ready to close the record. Unless there are unforeseen developments, the hearings, which began Nov. 3 and have continued virtually without interruption for 24 hearing days, will conclude this week. FCC Chairman James Lawrence Fly and possibly Commissioner T. A. M. Craven may be recalled as the wind-up witnesses, after which the testimony will be digested for use of the committee in executive session. The hearing was recessed Friday until Tuesday (Dec. 14).

Just how far the committee will go is problematical, but if anything can be gleaned from expressions of Senators during the examination, the FCC will find its powers curbed rather than broadened. Whatever the Commission finally decides on newspaper ownership of stations, with which it has equivocated for more than two years, the committee's intention is there shall be no distinction between licensees. Similarly the committee's majority, at this writing, isn't disposed to give the FCC an iota of control over programs. On supervision of business practices there is a division, though it appears to weigh against FCC encroachments in this field.

Criticizes Fly

In his two days of testimony Tuesday and Wednesday, Mr. Trammell, fresh from a trip to the fighting fronts, fired away at the FCC's philosophy of regulation, charging it was heading toward complete Government domination of radio. Goaded by questions from committee members, he carried the battle to Chairman Fly, and described as "untrue" the insinuations that NBC dominated the NAB or the industry. He branded Mr. Fly's scathing denunciations of the networks and the NAB as "insults" to radio and called upon Congress to check the FCC's rampages directed toward making radio a common carrier. It is up to Congress to determine whether radio "is to flourish under our free enterprise system or become a weak and subservient tool of Government", he said.

Other witnesses, too, implored the committee to clip the FCC's wings and to prevent it from impinging upon program and business functions of stations. Fred Weber, former general manager of Mutual and now part-owner and manager of WDSU, New Orleans, who was a staunch proponent of the FCC's network regulations, told the committee Wednesday that the Commission should be prevented from regulating programs, and urged that its power over business practices be "limited". And on the mooted question of equal opportunity for discussion of controversial issues, he urged that if such provision is placed in the law, it be enforced in the courts and "not through a death sentence in Washington".

Rotation Urged

There appeared to be increasingly favorable sentiment for rotating of the FCC chairmanship. Now the chairman is named by the President. All terms are for seven years. With the rotation process, recommended by Former FCC Chairman E. O. Sykes and supported by Commissioner Craven, a member would serve for a year in each seven, assuming reappointment. There also is considerable support for separation of the FCC into two divisions—one covering radio and its companion services, and the other the public utility-common carrier fields. Both Chairman Fly and Commissioner Wakefield opposed any mandatory provisions for divisions.

Possibility that the committee may insist upon the appearance of spokesmen for BLUE and Mutual

(*Continued on page 10*)

FCC Seen Setting Up News Service

House Witness Recites How FBIS Developed Added Functions

ASSERTION that the FCC through its Foreign Broadcast Intelligence Service is engaging in news distribution was made last week before the House Select Committee to Investigate the Commission by a former FCC official.

Ens. Harold N. Graves Jr. of the Navy, now attached to the Office of Strategic Services, disclosed last Wednesday that the function of gathering and distributing news "attached itself to the FBIS in 1941". Questioning by Chief Investigator Harry S. Barger brought from Ens. Graves, former head of the FBIS analysis section and assistant to Dr. Robert D. Leigh, chief of FBIS, the disclosures that the FCC operation gathered news by listening to foreign broadcasts, passed it on to Government agencies and OWI, in turn, gave it to the press associations, networks, radio stations and newspapers.

Disclosure was made Friday by Rep. Clinton P. Anderson (D-N. M.) that Rear Adm. Stanford C. Hooper is the officer "forced to retire" from the Navy because of his opposition to FCC Chairman Fly. Commissioner T. A. M. Craven had testified two weeks ago [BROADCASTING, Dec. 6] before the committee that Mr. Fly had "instigated" the "cashiering" of a high-ranking naval officer.

Adm. Hooper, for 25 years a top Navy communications executive and often referred to as the father of modern naval communications, is reported to have sharply differed with Chairman Fly over security measures in Hawaii prior to Pearl Harbor. Commissioner Craven declined to name in open hearing the officer he charged Mr. Fly was instrumental in getting "cashiered". He said others differed with Mr. Fly, but to name them might result in "reprisals" against them. It is understood, however, that he did give their names to the committee in executive session.

Matthew Gordon, chief of the OWI Foreign Service Division, who said his office also was known as the Foreign Sources Division, testified Friday as to the functions of his department. He said the FBIS provided about 50% of the news material which was handled by the OWI Foreign Service Division and from which the FSD prepared news releases for the various wire services, stations and newspapers.

Chairman Lea (D-Cal.) said the committee may meet Tuesday, Dec. 14, for a brief session prior to the holidays, although he adjourned Friday's session "subject to call by the chairman". Attending last week's hearings with the chairman were Reps. Hart (D-N. J.); Magnuson (D-Wash.) and Miller (R-Mo.).

General Counsel Eugene L.

(*Continued on page 55*)

was discussed last weekend, along with the possible recall of Mr. Trammell and a CBS spokesman, perhaps Paul W. Kesten, executive vice-president. Chairman Wheeler had previously invited Mutual and BLUE, but the networks are understood to have felt the invitations were not mandatory and that they had no voluntary testimony which would not be repitious of that already presented.

Negro Group to Appear

The only definite witness Tuesday (Dec. 14) is Edward G. Brown, director of the National Negro Council, evidently to seek greater use of radio for Negro groups. Tentatively scheduled also is Luigi Antonini, general secretary of the Italian Dressmakers Union 89, of the International Ladies Garment Workers, and president of the Italian Labor Council. Protests over cancellation of Italian language programs by WELI, New Haven, are believed responsible for his proposed testimony.

Practically all witnesses have agreed on the tremendous post-war potential of FM, and the prediction was freely made that "several thousand" new stations can be accommodated by the new medium, which will alleviate congestion in the standard broadcast band and in large measure eliminate the need for rigid regulation of radio other than from the technical and policing standpoints. Last week's technical witnesses included such imposing figures in radio engineering as Dr. Edwin H. Armstrong, father of FM, and the foremost active figure in the field, John V. L. Hogan, operator of WQXR New York, and an inventor and scientist in his own right, E. K. Jett, chief engineer of the FCC, and O. B. Hanson, NBC vice-president in charge of engineering.

Non-technical witnesses, as well as technical, saw for FM a bright future. Television also was covered as a new service destined to bloom after the war. But in this connection, Mr. Trammell challenged the FCC's regulations as imposing a "strait-jacket" on the creation of television networks by prohibiting ownership of more than three television stations by any one company. Facsimile, little heard of in recent months, was hailed by Mr. Hogan as having attained a "maturity that warrants attention". He urged relaxation of stringent FCC regulations to permit facsimile transmission on FM channels along with FM aural transmissions, and predicted a bright future for it.

Bright FM Future

Dr. Armstrong, typically conservative, nevertheless told the committee last Monday that he expected to see FM networks without interconnecting telephone lines, first on a regional basis and ultimately coast-to-coast. Radio relays are practicable now, he said. Previous witnesses, including Dr. C. M. Jansky Jr., and A. Earl Cullum Jr., consulting engineers, had made generally similar predictions. The engineers in general advocated enlargement of the present FM band, so that additional frequencies will be available in sufficient numbers to accommodate the maximum demands of the largest trade areas.

Witnesses last Thursday included Bernard B. Smith, New York attorney and writer, who espoused sustaining time nightly on each network for public health or public service programs, and Mr. Hogan. Mr. Smith's testimony, however, was cut short because Acting Chairman Tunnell (D-Del.) felt it not relevant to the pending legislative proposals.

Mr. Hogan, on the other hand, held the committee virtually spellbound with his clear, non-technical descriptions of highly technical radio services, and his concrete recommendations for legislation. He testified without a prepared statement or even notes.

Witnesses last Friday were Messrs. Jett and Hanson, two of the nation's highest rated engineers. Mr. Jett pointed to the allocation problems ahead and the tremendous demands for frequencies from non-broadcast services, but predicted nevertheless that there would be adequate facilities to accommodate new broadcast services provided proper planning and allocations are devised.

Mr. Hanson went all out for television as the great new service, and predicted network service by television in the Washington to Boston area within two years after the war's close. He did not deprecate FM, however, asserting that 3,000 new stations could be accommodated on the bands now set aside. But he thought television would be a far more important service and advised against arbitrarily relegating visual radio to the untested very high frequencies.

Dispassionately appraising these new services, Mr. Jett pointed out that there are 60 million broadcast receivers in use, as against 500,000 FM and 10,000 video receivers. It would be relatively easy to change television standards, through new frequency allocations, because of the small number of receivers in the hands of the public.

The main problem, Mr. Jett said, is to decide which segments of the radio spectrum are most suitable for the various new services, taking into account the tremendous needs of aviation, police and non-broadcast operations. He predicted a "common solution" would be reached through the work of the recently formed Radio Technical Planning Board, which held its first meeting with the FCC last month.

Several significant comments on allocations were made by Mr. Jett. The Commission, he said, is sure that frequencies now assigned to FM, facsimile and television will prove to be entirely satisfactory. He referred to the mysterious "bursts" that mar some FM reception and to the "ghosts" that plague television, but said both problems are being tackled now in cooperation with industry.

Enthusiastic for Video

Doubling of the bands for both television and FM was advocated by the FCC chief engineer. The present 18 channels for television are inadequate for a sufficient nationwide cooperative system, he said, and in his judgment there should be "at least twice this number of channels". The same is true of FM broadcasting in the band from 42 to 50 mc, which he declared is sufficient for only five non-commercial educational broadcast channels and 35 commercial channels.

Presenting the most optimistic picture on television of any witness, Mr. Hanson predicted that at least 1,000 television stations and 25 million receivers, representing an overall investment of three billion dollars, constitutes a "conservative estimate" for the next decade. Television will provide employment for many thousands in manufacturing, selling and servicing, he said, declaring that it is ready to go and no longer an experiment.

Visualizing the future broadcast operation, Mr. Hanson foresees standard FM, television and facsimile transmission operating at the same time. The standard band, he predicted, will ultimately be used for stations with power of 250 to 1,000 kw instead of 50 kw. He urged that FCC be restricted to regulation of the physical aspects of broadcasting service.

Chairman Wheeler was absent for the first time since the hearings began, on Wednesday, Thursday and Friday because of a mild flu attack. Senator Tunnell (D-Del.) was acting chairman. Other committee members who attended the hearings last week were: Smith (S.C.), Wallgren (Wash.), Truman (Mo.), Clark (Idaho), Tunnell (Del.), McFarland (Ariz.), Democrats; White (Me.), Austin (Vt.), Shipstead (Minn.), Tobey (N.H.), Reed (Kan.), Gurney (S.D.), Hawkes (N.J.), Moore (Okla.), Republicans.

When Commissioner Wakefield resumed the stand Saturday (Dec. 4) he made two corrections in the previous-day's testimony. He said the Joint Chiefs of Staff and the Army recommended only one circuit to Algiers, and that the State Dept. recommended the firm with a working agreement with the French be given the license.

Re-emphasizing that "no member of the Commission" wants the power to censor radio programs, Mr. Wakefield suggested the "the

(*Continued on page 25*)

Fly Illness Halts FCC Action On Issue of Press Ownership

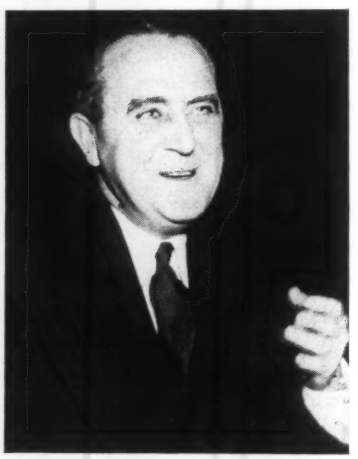
ABSENCE of FCC Chairman James Lawrence Fly, because of a flu attack, blocked action by the FCC last Friday on the burning issue of newspaper ownership of broadcast stations. The chairman has been ill since last Monday and Commissioner Ray C. Wakefield has served as acting chairman.

While a special meeting was held last Friday on the newspaper and other unrelated matters, no vote was possible on the important policy question because of Mr. Fly's absence. Both Commissioners T. A. M. Craven and Wakefield had advised the Senate Interstate Commerce Committee in recent testimony that the two-year-old issue shortly would be decided, presumably in the form of a recommendation to the committee, members of which had pressed the Commission about its orders (79 and 79-A) designed to bar newspapers from owning radio stations of any character because of purported monopoly in public opinion.

Commissioner Wakefield, in his testimony, more than inferred that he favored some restrictions on newspaper ownership, with non-newspaper owners, in cases where competitive applications are involved, given the preference. Such a ruling, if adopted by the FCC, would involve discrimination against newspapers as a class and would be vigorously opposed by newspaper interests in radio. Mr. Wakefield stated also he favored disposition of the scores of newspaper applications now pigeonholed in the Commission's pending files.

Commissioner Craven told the committee that the Commission probably would ban newspaper ownership. His own view, repeatedly expressed, has been that newspapers in no wise should be subjected to "class discrimination", on the ground that such action would be unconstitutional.

It is expected the FCC will consider the newspaper question again at its next scheduled meeting Tuesday, Dec. 14. Both Commissioners Craven and Wakefield predicted that the Commission's view would be forthcoming before the Senate committee hearings ended. That is expected this week.



Harris & Ewing

THE G. I. GLOW was evident when Niles Trammell, NBC president, testified last Tuesday and Wednesday before the Senate Committee to urge relief from FCC oppression.

Revised Codes Permit Wider War Coverage

Price's Office Has Final Say Over Censorship

FINAL DECISION on censorship of news now rests with the Office of Censorship. Wider powers were assumed by the Office Dec. 10 as revised codes of wartime practices were announced for broadcasters and the press.

As a result of the action made public by Byron Price, Director of Censorship, broadcasters and publishers should place main reliance on OC, in cases where military or public authority have indicated news should not be broadcast or printed.

More War News

This action removes most of the confusion centered around unauthorized censorship orders imposed on stations and periodicals. In effect, the OC says that if a broadcaster, press association or publication has facts in its possession, then the Office is the final authority on whether it is censorable.

In amending the broadcasting and press codes OC said the changes were designed to encourage a more liberal presentation of war news on the air and in publications of all classes. All changes are effective immediately.

Not a single new request has been added, Mr. Price explained. On the other hand numerous restrictive requests of Government agencies have been eliminated and others modified.

Reflecting the transition from defensive to offensive warfare, the revised codes are expected to open the way for more news, regarding, among other things, war production; operation of the merchant marine; negotiations not directly connected with military operations, and weather conditions.

The revised weather clause with its elimination of most of the restrictions on official weather reports was announced last Oct. 12.

Foreign Language Clarified

Mr. Price stated the OC policy on this way: As a civilian agency it is the Government agency authorized by the President to request that certain news be not published or broadcast. It has no agents in any part of the country authorized to act for it. It has no connection with military censorship overseas, which is entirely in the hands of the military. It does not determine what news other branches of the Government will announce, or issue any news itself, or fix release dates or police their observance.

The code section covering foreign language broadcasts has been clarified to emphasize the duties of station censors and monitors. The request for English language translations is dropped. Difficulty centering around unauthorized censorship opinions handed down for a while by FCC attorneys was ironed out some time ago when the FCC agreed to leave censorship of foreign language broadcasts in the hands of the Office.

Voluntary System Preferred

According to Mr. Price the changes in the codes "reflect the studied opinion of the Government that more information can now be published and broadcast without danger to national security. This conclusion in no way presupposes an early end of the war. Unfortunately it still is necessary to retain in the codes restrictive requests touching many fields of war activity, and the need for unrelenting vigilance in those fields remains as great as ever."

It was believed that the Office has been discussing censorship changes with other Government agencies for some time. Frequent complaints have been made by broadcasters and publishers against arbitrary arrogation of censorship powers by local military and civil personnel.

Since the first codes appeared Jan. 15, 1942 the Office of Censorship has operated on the principle of voluntary censorship by broadcasters and publishers. With progress of the war this policy has effectively permitted release to the public of much more information than would have been possible under an iron-fist procedure.

However, the Office has encountered large numbers of instances in which Censorship orders were issued without any authority. The Office now believes much of this confusion will be eliminated. The standing invitation to appeal doubtful cases to the Office thus is given added emphasis.

Letter Changes

With changes impending in the Army mail system by which unit identifications are required along with APO and FPO addresses, the codes continue to ask that unit identifications and ship names not be published or broadcast for service men at sea or overseas. This does not apply to anti-aircraft, coastal or invasion defenses in this country.

Both the Navy and the War Shipping Administration are recognized by the Office as appropriate authority on the movements, sinking or damaging of merchant vessels in any waters.

Restriction on information about civilian defense communications control centers is eliminated. The clause concerning military installations outside the United States is reworded.

Production Facts

An important code provision eliminates restrictions against nationwide summaries of war production, printed details and capacity and movements of lend-lease material. New clause restricts only secret weapons and detailed breakdowns for specific types of weapons. The restricted list of critical materials is reduced by almost one-half.

The broadcasting code contains a special notice about handling of outdoor events under the new weather provisions. This note says: Special events reporters, covering sports or any outdoor assignments (fires, floods, storms, etc.), are cautioned especially against mention of wind directions.

All requests concerning resettlement centers and location of war prisoner camps are eliminated from the codes. Authorities are the FBI and War Dept., and not local and county and state officials.

A shorter clause covers war news coming into the United States. This specifies that origin of war news outside U. S. territory may be broadcast if its origin is made plain. "Any recordings or information for broadcast gathered in any form that is sent across the U.S.-Canadian border," it is stated, "should contain nothing that will conflict with the censorship of the country in which the information originates."

Broadcasters are advised by censorship officials to be careful about putting on the air material from letters written to families by military personnel. The military censorship stamp, it is emphasized, covers only "home and family consumption". Broadcasters still should censor letters to conform to code provisions, and ask OC when in doubt.

The following additions and deletions in the code as revised Feb. 3, 1943 bring it up-to-date:

Under I. News Broadcasts and Commentaries, insert after second paragraph:

Caution is advised against reporting, under the guise of opinion, speculation, or production, any fact which has not been released by appropriate authority.

In next paragraph, starting "It is requested etc." add after "authority" the following: "or specifically cleared by the Office of Censorship."

Delete (a) Weather and substitute the following:

(a) Weather.—Weather forecasts other than those officially released by the Weather Bureau. Mention of wind direction or barometric pressure in current or past weather (including summaries and recapitulations) except when contained in EMERGENCY

(*Continued on page 57*)

Commissioner Craven Refutes Rumor That He Plans to Resign

CONSTANTLY recurring rumors that he would resign were denied last week by Commissioner T. A. M. Craven of the FCC, following publication of reports that he had several offers from the industry for executive posts.

It is known that the Commissioner, whose term expires June 30, 1944, has been offered several industry appointments, both during his tenure as a member since 1937, and his two years as chief engineer. He is the only member of the FCC with practical radio experience, having served in the Navy as a radio specialist until 1930, when he resigned to become a consulting radio engineer in Washington. He was drafted as chief engineer of the FCC at the President's behest.

Responding to an inquiry from BROADCASTING, Commissioner Craven said last Thursday that any rumors of his contemplated resignation from the Commission "are untrue". Furthermore, he added, "The United Press dispatch to which you referred was not an accurate report of my position." His letter follows:

"As you well know, I have always deemed it my duty to remain in public office as long as I could render a useful service. At present the United States is at war and I have specific tasks relating to the war effort which are by no means completed."

"Therefore I have refused to consider suggestions that I return to private business enterprise, in spite of the fact that some of the proposals were more attractive financially than the remuneration accorded a Communications Commissioner.

"Thus, it is accurate for you to conclude that I have no intention of resigning at this time. I shall remain in public office as long as my services are needed. If and when my services are no longer needed in the Government, I shall return to the profession of radio engineering in private enterprise. Then, naturally, I shall be very glad to consider any and all proposals when and if they are made. In fact, I shall seek employment when the Government has no further need of my services.

"In conclusion, I hope I have made it clear that at present I have no intention of leaving the Commission in the near future, or at any other time my services are required by the Government."

There is one vacancy on the FCC, which has existed since June 30, when the renomination of George H. Payne was summarily withdrawn by President Roosevelt without explanation, a day after it was sent to the Senate. That is a Republican vacancy. Comdr. Craven is a Democrat.

XUM

Charles Brown Named Director Of Advertising for RCA Victor

Will Coordinate Activities of Various Products of Six Divisions of Company and Agencies

CHARLES B. BROWN, NBC director of advertising, promotion and research, has been appointed advertising director of the RCA Victor division of the Radio Corp. of America. For the present he is dividing his time between the two positions, but will leave NBC Dec. 31 to devote his full time to his new RCA post. No successor at NBC has been named.

MR. BROWN

At RCA, Mr. Brown will act as coordinator of advertising of the various products of the six divisions of the company and their three advertising agencies. There is the radio, phonograph and television instruments division, whose advertising is handled by Ruthrauff & Ryan, New York; the phonograph record division and international division, whose advertising agency is J. Walter Thompson Co., New York. Kenyon & Eckhardt, New York, handles the advertising of the three remaining divisions: tube and equipment division; engineering products division, including transmitters, police and aviation radio equipment; and industrial and sound division, comprising public address systems, electrical devices, etc.

Serves All Divisions

Mr. Brown will direct those advertising activities which serve all RCA Victor divisions, such as production, art, institutional advertising, general publicity and some phases of cooperative advertising. Company has had no central advertising coordinator for about a year, following an internal reorganization whereby each division was given its own sales and advertising department. Thomas F. Joyce, who was formerly vice-president in charge of advertising and sales promotion, is now commercial manager of the radio, phonograph and television instrument division, and David Finn, previously advertising manager, now is sales manager of the industrial and sound division.

After a sales career with the International Magazine Co., Borden Sales Co., Chevrolet Motor Co., and other organizations on the Pacific coast, Mr. Brown turned to advertising and for 10 years was sales promotion manager of Foster & Kleiser Co., outdoor advertising company. After some freelance spare time efforts as a radio writer and actor, he entered radio on a fulltime basis in 1938 as sales promotion manager of KPO-KGO San Francisco. The following year he moved to Hollywood to take a similar position with NBC's western division. In 1940 he was transferred to New York as stations promotion manager, soon becoming Red network promotion manager. In 1942 he was appointed director of advertising, promotion and research for NBC.

Ru-Ex Contract

RU-EX Co., St. Paul, Minn. (proprietary), on Dec. 6 began sponsorship of a half-hour musical program Mondays through Saturdays on WGN Chicago. Contract length indefinite. Agency is United Adv. Co., Chicago.

BULOVA TO PLACE ON 200 STATIONS

THE 1944 radio schedule of Bulova Watch Co., New York, will run on more than 200 stations, and will continue to be keyed to Crossley ratings, according to a spokesman for the company.

Bulova's general policy in regard to placement of time signals locally is to have them precede or follow the 15 high-rating programs reported by the Cooperative Analysis of Broadcasting. Another Bulova policy to be carried over into next year is the allocation of 30% of the total time purchased to promotion of war bonds and stamps, a practice since pre-Pearl Harbor days. Overall schedule calls for time announcements and merchandising copy running to 100 words "every hour, every day." Renewal for WOR New York, for 52 weeks, involving 10 time signals daily, goes into effect Jan. 2. Agency is Biow Co., New York.

Parker Expands

PARKER PEN Co., Janesville, Wis., has added 11 outlets to complete a 129-station CBS network sponsorship of *Ned Calmer and the News* program. The new stations, added in December, are WFMD WWNY WLBC WJLS WSOY WTAX WDWS WDAN WPAD WHOP KTBC. It is heard Saturdays and Sundays from 8:55 to 9 p.m. Agency is J. Walter Thompson Co., Chicago.

'Esquire' Spots

ESQUIRE Inc., Chicago, (gift kits) on Dec. 15 begins a series of one-minute transcribed daily spot announcements in 31 markets. Contract is for one week. Agency is Schwimmer & Scott, Chicago.

House Ways & Means Committee Votes 11-10 to Shelve Cannon Subsidy Bill

CONGRESSIONAL action this session on legislation providing Government subsidies for War Bond advertising in newspapers appeared unlikely last week as the House Ways & Means Committee, by a 11-10 vote, tabled the Cannon Bill (HR-3693) and the Senate-passed Bankhead Bill (S-814) Dec. 2-3 [BROADCASTING, Dec. 6].

The Bankhead Bill, which passed the Senate by a 40-35 vote, authorized the Treasury to spend 12½-15 million dollars annually in newspapers in cities of less than 10,000 population. The Cannon Bill authorized an expenditure of not less than 25 million dollars.

Morgenthau Objects

Opposition to the legislation was made at the House hearings by the Treasury Dept. and the War Advertising Council. Secretary Morgenthau, in a letter to Senator Byrd (D-Va.) of the Joint Committee on Reduction of Non-Essential Federal Expenditures, had challenged the contention of those favoring the proposal that it would help sell War Bonds and called it a "potential waste of Government funds".

Principal support for the measure came from the National Editorial Assn., representing 5,000 small newspapers, which asserted that the small towns provide a fertile market for individual bond sales and that the small papers were not benefiting from the war message advertising received by big city dailies.

Approval of the House action in shelving the measure was expressed editorially Thursday in the *New York Times*. Agreeing with Secretary Morgenthau that through the voluntary advertising of press, radio and other media the Government is reaching all important markets, the *Times* asserted that "the adoption of any subsidy plan would be just as bad for the newspapers as it might be wasteful for the Treasury". Pointing out that "the American press is free and independent because it stands on its own feet", the *Times* expressed belief that a subsidy "would mark the beginning of the end of its freedom".

FCC Grants FM CP to Newspape

Action Reflects Senator Views on Ownership Ban

CLEARLY REFLECTING the a actions of members of the Sena Interstate Commerce Committe the FCC last Tuesday granted construction permit for a new F station to a newspaper—the W cester Telegram Publishing C operator of WTAG. Abandonin its practice of automatically re gating such applications to "pending" file under the newsp per-ownership order (79 and 79-A the FCC authorized the constru tion permit for 46,100 kc, with service area of 4,465 square mile Going further, the Commission al deviated from its April 27, 194 "freeze order" on equipment in au thorizing the construction permi

Senators Frowned

The *Telegram* has held an ex perimental FM station license fo W1XTG, and the Commission construction permit authorized change in status to commercial op eration, along with a shift in fre quency from 43.4 mc. to 46.1 mc The new call letters will be WTAG FM. It is understood by th licensee that the granting of th permit "will have no bearing o the newspaper ownership investiga tion" and that "any regulation resulting from the inquiry will ap ply to the new commercial FM sta tion".

Since hearings began on th White-Wheeler Bill before the Se ate committee, there have been re peated expressions from Senator frowning upon the arbitrary news paper order. Commissioner Ray C Wakefield, who presided at th hearing last Tuesday at which th WTAG FM grant was made, said during his testimony 10 days ago that he thought the FCC had erred in holding up applications of news paper stations, and predicted prompt action.

Chairman James Lawrence Fly was absent because of a mild at attack. Commissioner T. A. M Craven likewise was absent from the meeting. The grant specified that the action was without preju dice to "determination of the issues in the hearing on Commission Or der No. 79, and is subject to the application of any rules and regu lations that may be adopted by the Commission as a result of such hearings". It specified further that it also is subject to the condition that compliance with the rules, reg ulations and standards of the Com mission be required "when neces sary materials become available".

Ring Back at Work

ANDREW D. RING, senior mem ber of Ring & Clark, Washington consulting engineering firm, has returned to work, having recovered from an attack of pneumonia suf fered following attendance at a Washington professional football game on Nov. 28.

149 Can't Be Wrong!

In less than two short years, W-I-T-H's advertising roster has risen from a zero to 149 advertisers (on the air, as of December 1st). They didn't use our kilowatts for fun! Most of W-I-T-H advertisers are the check-up kind . . . merchants, food, and drug accounts who know how to buy radio . . . who know how to check results to the decimal point. Time costs are low . . . results are quick. An unbeatable combination. Particularly in a market that's second to none in warplant activity.

THE PEOPLE'S VOICE IN BALTIMORE

On the air 24 hours a day—seven days a week

WITH

Represented Nationally by Headley-Reed

Tom Tinsley, *President*

AFM Plan to Tax Discs Protested

NBC, Columbia and RCA Brief Calls Subsidy Unfair to Public

PROPOSAL of the American Federation of Musicians to tax phonograph records and transcriptions made by a maximum of 5,000 AFM members for the benefit of the more than 100,000 other members who never have been nor are apt to be employed in recording is vigorously contested in the brief filed last Thursday with the panel of the National War Labor Board on behalf of NBC Radio Recording Division, Columbia Recording Corp., and RCA Victor Division of RCA. AFM filed its brief the week before and will shortly enter its answer to the employers' brief.

In addition to being unfair to the makers of recordings, the AFM plan of a subsidy for "a large number of permanently unemployed in a particular industry for which they are not fitted or which cannot absorb them is socially and economically unsound," the companies argue, adding that the adoption of this plan would act as a hindrance to technical progress and would set up a private system of unemployment relief tending to "undermine established national methods of handling social security and relief."

Penalizes Public

Royalty payments on all records would result in higher costs to the public, and would subsidize the AFM, preventing it from "serving the normal union functions of negotiating wages, hours and working conditions on behalf of its members," the brief states, adding that the plan is "contrary to the principles of taxation, wartime salary stabilization and war manpower policies."

Acceptance of the AFM plan for recording would "inevitably lead to its extension to other unions and other industries, with fantastic results," the brief declares. "If the union's plan is sound in the case of the musicians' union, it is equally sound for other unions representing singers, actors, announcers, writers, technicians, etc. The precedent having been established, each of these unions would inevitably demand the creation of similar funds to be paid by the employers for the benefit of their members. It would also inevitably be adopted in and applied to other industries.

Film Industry Next

"The gross receipts from the sale of time for radio broadcasting are in excess of $250,000,000 per year. If the union's plan to collect 3% of the library transcription business were applied to broadcasting it would net the union in excess of $7,500,000 per year. Counsel for the union stated that the union intended to open a second front against the motion picture industries as soon as the union's principle has been established here. The motion picture industry grosses well in excess of $1,000,000,000 a year, 3% of which is $30,000,000. . . .

"There is no assurance that the principle, once established, would even be limited to cases where the union members make the mechanical device that allegedly puts other members of the same union out of work. This principle, if established here, would spread and put into the hands of many unions tremendous sums of money that would make them absolutely independent of their members or of Government. The result would be the creation of a series of private union principalities financed by industry and responsible to no one."

Easter Egg Color Spots On 27-Station Schedule

PRE-EASTER spot campaign for Chick Chick and Presto Easter Egg Colors is already scheduled by Fred Fear & Co., Brooklyn manufacturer. The drive will start on 27 stations about 10 days before the holiday, which falls on April 7. Markets have been selected on the basis of sales increase for the product in specific areas of distribution. Participations on household programs have been bought where availabilities could be found, and in other cases the announcements have been placed between 4 and 6 p.m. The live commercials are scheduled 4 to 10 times weekly.

The station list follows: WBRC KNX KLX KFSD KPO KOA WJAX WSB WGN WIRE WFBR KSTP KCMO KMOX WBEN WOR WHAM WADC WCKY WTAM WBNX WCAU KDKA KSL KOMO WMAL WJR. Newspapers will be used from Alabama to California. Business is placed by Menken Adv., New York.

WLB Failure in Petrillo Case May Revive Inquiry by Senate

REVIVAL of the Senate Committee's inquiry into the AFM recordings strike called by Music Czar James C. Petrillo 17 months ago, is being considered in the light of the failure of the War Labor Board to resolve that controversy, Senator D. Worth Clark (D-Idaho), disclosed last Wednesday.

During the testimony of President Niles Trammell of NBC before the Senate Interstate Commerce Committee, Mr. Clark, chairman of the sub-committee which recessed its inquiry last January, declared it still had the whole matter under advisement. Senators Tunnell (D-Del.) and McFarland (D-Ariz.), also members of the subcommittee, were present at the hearing.

Senator Clark explained that the subcommittee recessed its hearings in the hope that the dispute might be settled amicably. He recalled that Decca-World had signed with AFM and that other transcription companies likewise had agreed to unemployment relief terms, and asked the position of RCA-NBC. Mr. Trammell related that RCA-Victor, NBC Recording Division and Columbia Recording Corp. had not yet signed with Petrillo. He brought out, moreover, that network contracts with AFM on employment of staff orchestras expired January 31, and that he had no idea of the demands.

"Legalized Blackmail"

Senator Moore, (R-Okla.) branded the AFM demands as "nothing more or less than legalized blackmail".

Senator Clark brought out that Mr. Petrillo, in his testimony before the subcommittee, contended that the musicians were not on strike and that no labor dispute was involved—a contention upheld by the Federal District Court in Chicago. Yet the WLB took jurisdiction, he pointed out, because AFM contended that a labor dispute was involved.

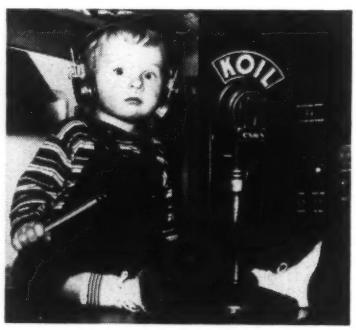
"Our subcommittee is still alive," Senator Clark asserted. "We have wracked our brains for a remedy. We feel that the situation is bad. But we haven't found the legislative remedy".

He asked Mr. Trammell whether anything might be written into the White-Wheeler Bill that would "bear the scrutiny of the Constitution without going into general labor legislation". Mr. Trammell said he thought that it was a matter of copyright law, rather than the pending bill. While he declared he was not "advocating it", there had been discussion about a law that would provide copyright ownership in recordings in which the performer, the union and recording company would share royalties collected on each rendition of recordings over broadcast stations or juke boxes.

Competitors Benefit

Mr. Trammell explained that Decca had signed with Petrillo on a royalty for each recording sold and that it was a sort of "second social security" fund to relieve unemployment among musicians. He said his company objected to this because the plan did not provide for an accounting by the union which could do with the fund "what it will". If the same formula were employed by other labor unions, they could collect a royalty or a share of the gross receipts of every industry. "Rather than establish that principle, we would go out of the record business", Mr. Trammell declared.

He agreed with Senator Clark that his company and Columbia Recording were placed at a "competitive disadvantage" by virtue of the acceptance of the Petrillo ultimatum by others. Mr. Trammell said Decca has forged ahead with its recording of the "Oklahoma" musical and "Pistol Packin' Mama", while RCA hasn't made a new recording since August 1942.



APPRENTICE TRAINING reaches into the cradle and comes out with Carl Bates, latest recruit of KOIL Omaha. Carl is the 23-month-old son of Al Bates, studio supervisor. And he passed his aptitude test with flying colors.

SPONSOR AND BLUE PROMOTE SYMPHON

PRIOR to the Christmas D premiere on the BLUE of the B ton Symphony under sponsors of Allis-Chalmers Mfg. Co., M waukee, the network has arrang a quarter-hour closed circuit pr gram Dec. 21 calling attention the sponsors, branch managers a tractor dealers to the impendi series.

Originating from New York a Milwaukee, with Phillips Carl BLUE vice-president in charge programs as m.c., the program w feature an address by Walt Geist, president of Allis-Chalmer speaking from Milwaukee, wi Mark Woods, president of t BLUE, and Edgar Kobak, exec tive vice-president, replying fr New York. It will be pointed o that the concerts, now heard su taining at 8:15 p.m. Saturday will be shifted to the 8:30-9: p.m. spot Dec. 25.

Allis-Chalmers is building a even greater audience for the co certs by extensive advertising i magazines, newspapers and trad papers, together with bill boar and window displays distributed t BLUE affiliates and company dea ers. Agency in charge is Compto Adv., New York.

John David Expands

JOHN DAVID Inc., New York men's clothing store chain, is ex panding *Letter to Your Service man* on WJZ New York from t twice-weekly five-minute show t a weekly quarter-hour series, Fri 10:30-10:45 p.m., starting Jan. Agency is Gussor-Kahn, New Yor

WORL
THE MAGNETIZED MIKE
THERE is a drawing power in Boston which holds its audiences as if they were attracted by some huge, invisible magnet. This force is WORL, one of the foremost independents in the country . . . a station which in succeeding Hooper surveys has consistently been among the leaders in many of the prime daytime periods. Its low-cost structure makes it "The Best Buy in Boston."
THIS LITTLE BUDGET WENT TO THE "920 CLUB"
WORL
BOSTON ★ MASS.

Ford Co. Shifts Program Format

Dorsey Orchestra to Replace Godwin Newscast on Blue

FORD MOTOR Co., Detroit, which has shifted agencies from Maxon Inc., Detroit, to J. Walter Thompson Co., Chicago, on Jan. 6 will change the format of its seven times weekly news program on the BLUE, discontinuing Earl Godwin and starting a musical show starring Tommy Dorsey's orchestra in the Monday through Friday 8-8:15 p.m. period.

At present, Ford also uses the same quarter-hour Saturday and Sunday evenings with Ray Henle reporting the news, but the indications last week were that these two spots might be consolidated into a half-hour on Sunday nights with another type of program. It is understood several sponsors are interested in the Godwin commentaries.

J. Walter Thompson, also recently appointed to handle the Vimms portion of the Lever Bros. Co. account, has not yet announced radio plans although these should be settled this week in view of the fact that Frank Sinatra, the proposed star for the new CBS series, has been classified 4-F by the Army. JWT also stated last week that it is now handling all advertising for Owens-Illinois Glass Co., the radio portion of which it acquired Nov. 8.

Fly Recovers

CHAIRMAN FLY of the FCC was expected back at his desk Saturday after being confined at home most of the week with an attack of the flu. Mr. Fly had recovered sufficiently by Friday to confer by telephone with his office. He is scheduled to testify this week before the Senate Interstate Commerce Committee on the White-Wheeler Bill.

WOMEN'S CONTRIBUTION to the war program was described by Mrs. George Fielding Eliot (l) wife of the war analyst, when she appeared as guest of Lora Price on the KOA Denver *Home Forum*. Mrs. Eliot is prominent herself on the air under her former name, June Hynd, and is now acting as radio committee chairman of the Women's Action Committee for Victory and Lasting Peace.

Quick, Henry

SABOTAGE, thought the announcers of WHIO Dayton when a strong odor of gas permeated the studios. The staff coughed, gagged, sputtered, and had other symptoms of a gas attack as described in the OCD books. Announcers' eyes watered so badly they could not read copy, so a microphone was set up in the one office that was unpolluted. The mystery finally unraveled as not sabotage, but the janitor. Seems he cleaned the air conditioning filters and confused the cleaning oil with fly spray.

WGAR WJR TEAMS TAKE 'IDEA' TOUR

WGAR Cleveland and WJR Detroit are sending teams of their respective staffs to study operation of middlewest and eastern stations, according to Mark L. Haas, WJR education director, in the belief that exchange of ideas within the industry is both worthwhile and progressive.

Emphasis of the study, including the entire scope of station operation, will be on promotion, programming, selling, interdepartmental relations and postwar planning. "The WJR and WGAR representatives will carry the story of the operation of their respective stations to those stations visited and in return hope to obtain ideas that can be applied to WJR and WGAR", said Mr. Haas.

Power Breaks Down

MYSTERY surrounds the power breakdown when two out of three main transmission lines from Boulder Dam were cut off for approximately 15 minutes on Dec. 7. Electricity was off throughout Los Angeles and adjacent communities, throwing eight stations off the air. Networks, however, switched to gas-driven generators, and continued to operate. Break occurred at 2:59 p.m., was restored for two minutes, and went off again until 3:16 p.m.

Omar on Blue

OMAR Inc., Omaha (Ranch House pancake flour), on January 3 begins sponsorship on 22 BLUE stations, *Ranch House Jim*, quarter-hour program featuring Curley Bradley, cowboy baritone, and Reggie Cross' Harmonica Quartet. Show will originate from WENR Chicago and will be heard Mondays, Wednesdays and Fridays, 3:45-4 p.m. Contract for 26 weeks is placed through McFarland Aveyard & Co., Chicago.

Dun Cigar Series

DIESEL WEMMER GILBERT Co., Detroit, has started a twice-weekly five-minute program on 28 BLUE stations promoting R. G. Dun cigars. Titled *Smoke Rings*, and heard Wednesday and Friday at 9:55 p.m., from WXYZ Detroit, the series features a singer and orchestra. Agency is Century Adv., Detroit.

Shouse Reports British Expect Retaliation Raids

JAMES D. SHOUSE, vice-president of the Crosley Corp., reported on his return from England last week that Londoners expect and are resigned to retaliation for the raids on Berlin. Mr. Shouse was in Britain as special consultant to the OWI Overseas Branch.

Mr. Shouse found the people of London neither encouraged nor discouraged about the course of the war. The most noticeable thing about the Londoners today, he thinks, is their "numbness", which was reflected in the way in which they received the news of the bombing of Berlin.

The London blackout, Mr. Shouse said, is more damaging to morale than the bombing. "For the first day or two, it's interesting. After that it becomes depressing. A stranger soon learns to disregard any place which is not within a block of an underground station".

Mr. Shouse said he went through three or four small nuisance raids in a period of nearly six weeks.

Sgt. Azine Reports

TECH. SGT. HAROLD AZINE, Marine combat correspondent who was in the first wave of Marines which went ashore at Bougainville, recounted his experiences last week at a Navy Dept. news conference. Sgt. Azine, former production manager of WBAL Baltimore and continuity writer at WLS Chicago, was among the first to be brought back to report the story for the Navy. Among his experiences was a night spent in a fox hole to warn his comrades against Jap attacks at the village of Piva. Azine left Bougainville Island in a PT boat which was damaged by Jap torpedo planes.

NAB Robbed

ROBBERS entered the offices of the NAB at 1760 N St., N. W., Washington, D. C., last Tuesday night and made away with various articles valued at approximately $150. Materials stolen included two small radios, a pen set, brief cases, and several cartons of cigarettes. The office of Neville Miller, NAB president, as well as other executives, was rifled. "Maybe they were looking for the new radio law," Mr. Miller remarked. The incident was reported to the police.

KINY on the Air

PRIORITIES were granted KINY Juneau, Alaska by federal and military officials for completion of its 5,000 w transmitter. The new transmitter went on regular schedules Dec. 7. Vincent I. Kraft, chief engineer of both KINY and KTKN Ketchikan, supervised the installation. The two stations are owned by Edwin A. Kraft, Seattle radio advertising executive.

Peck Opens Office

J. O. PECK has resigned as director of research and promotion of McGraw-Hill Publishing Co., New York, to open a field and market research firm for industrial accounts. He will open offices in New York under the name James O. Peck Co., around Dec. 20.

Wider Allotmen Of Tubes Is See

Electronic Distributors Fav Change in WPB Limitations

PROPOSED changes in WPB li itation orders expected to provi radio dealers with more balanc stocks of non-military radio r ceiver tubes were supported by t Electronic Distributors Indust Advisory Committee at a meeti with WPB officials in Washingt last week.

The WPB Radio & Radar Di sion has moved toward a wider di tribution of tubes among civilian by drafting a revised version Order L-265 governing the distri ution of electronic equipment. Thi will provide for the interchange o non-military receiver tubes among manufacturers and for prorating o tube supplies among distributors o the basis of their 1941 deliveries. This move, recommended by th Advisory Committee a month ag [BROADCASTING, Nov. 8], does no increase the supply of tubes, bu aids in securing a balanced distri ution of those manufactured.

Other changes in L-265 include screening process of rated order in the WPB regional offices, and simplification and clarification o the language of the order. A tas group has been appointed to mak recommendations on distribution o electronic equipment produced i excess of scheduled production run and for which war industries hav indicated no need. The committe reports Jan. 10 and will meet agai Jan. 20. Frank H. McIntosh wa the government presiding officer a the meeting.

At another meeting, the Radio Receiver Vacuum Tube Industry Advisory Committee discussed split ting the production load between different manufacturers with the aim of satisfying all claimants. James Wallen of the Radio & Radar Division was the government presiding officer.

CONTROL ROOM VIEWING of the weekly *In Time to Come* initial broadcast on CBS Pacific stations occupied this agency-production trio. United Air Lines, Chicago sponsors the half-hour series. Cue-watchers (l to r) are Sterling Peacock, vice-president in charge of radio for N. W. Ayer & Son Inc. Chicago agency servicing airlines account; Robert Coleson (seated) production supervisor and Holly-wood agency manager, and Carle-ton KaDell, narrator.

XUM

the nation's best balanced market

AT THE FOOTHILLS of the Blue Ridge Mountains is the prosperous Piedmont section of the Carolinas—prosperous because a wise people have brought about a desirable balance between industry and agriculture.

Humming textile mills, within the shadow of fertile farms producing raw cotton, turn out 40 percent of the cloth manufactured in the United States.

Just as cotton farmers have diversified their farming to include other money crops, such as peaches, feedstuffs, and dairy products, industrial leaders of the Piedmont have broadened their operations to include many types of manufactured products.

In war or peace, in hard times or good times, in winter or summer, the per capita buying power of the Piedmont stays high and affords a market which is a "Must" by any time buyer's measuring stick.

SPARTANBURG is the "Hub City" of the Piedmont. From Spartanburg, WSPA serves the heart of this thickly populated and prosperous section. Within the good service area of WSPA there are over a million people (148 thousand radio homes) whose yearly income in wages and from farm products now totals over a quarter of a billion dollars:

Hooper's new listening index for Spartanburg shows how they listen to WSPA in the Piedmont:

8-12 noon (M-F)		12-6 p.m. (M-F)		6-10 p.m. (Sun-Sat)	
WSPA	54.8%	WSPA	49.3%	WSPA	67.9%
WORD	36.8%	WORD	38.5%	WORD	26.9%
Other Stations	8.4%	Other Stations	12.2%	Other Stations	5.2%

To Reach the Ears of the Piedmont, Use—

WSPA-SPARTANBURG

5000 WATTS DAY • 1000 WATTS NIGHT • 950 KILOCYCLES • CBS
SOUTH CAROLINA'S FIRST STATION • REPRESENTED BY HOLLINGBERY

This advertisement now appearing in full pages in newspapers from coast to coast as a part of the 1943-44 promotion of the NBC Parade of Stars.

America's No. 1 Network

NBC

9 out of the first 10

15 out of the first 20

33 out of the first 50

of all programs on the air!

The greatest shows in radio are on NBC

Repeatedly, season after season, national listener surveys have found that the programs of the National Broadcasting Company are the nation's choice. And this season that's true *again!*

Latest independent surveys place the NBC Parade of Stars far out in front. They show that the great majority of all the listeners questioned favor the top-flight shows which distinguish this station . . . the shows made possible by America's leading advertisers and agencies and the outstanding talent they have assembled for your enjoyment.

See your radio page for complete programs. You'll agree that NBC broadcasting presents radio at its best . . . the best in entertainment, comedy, drama, music, education and news coverage. No wonder NBC is the network *most people listen to most* . . . no wonder listening to NBC has become a national habit.

stay tuned to the National Broadcasting Company

It's a National Habit

WEAF 660 on your dial

A SERVICE OF RADIO CORPORATION OF AMERICA

ARRANGEMENTS for 13-week radio series on KQW San Francisco were made for eight shipyards in Bay area under contract to U. S. Maritime Commission. Entitled *These Are the People*, program is designed to recruit workers for yards. Plans for broadcasts were handled by (l to r): James Houlihan, president of James Houlihan Adv. Agency, which is handling the account: Dave M. Greene, KQW sales executive; L. J. (Jerry) Scanlon, regional representative of the Division of Public Relations, U. S. Maritime Commission; and C. L. McCarthy, manager of KQW.

Shipyards at San Francisco Buy Time to Recruit Labor

RADIO TIME has been purchased on KQW San Francisco by eight shipyards in the San Francisco Bay area for recruitment of workers. Use of radio was authorized by the U. S. Maritime Commission under an arrangement by which the yards are reimbursed in the sum of $25,000 for advertising for help. Unusual manpower problems in the area, the Commission stated, prompted the arrangement which was recommended by the War Manpower Commission.

Entitled *These Are the People*, the series of live talent shows is presented Wednesdays (6:30-7 p.m. PWT) for the Belair Shipyards; Bethlehem - Alameda Shipyards, Inc.; Marinship Corp.; Moore Dry Dock Co.; Permanente Metals Corp. Kaiser Co. Inc.; Western Pipe and Steel Co.; and Kaiser Cargo Inc.

Veering from previous help wanted advertising, which has stressed the high wages available, the appeal is slanted toward white-collar groups, which have not responded widely to the need for workers. Emphasis is pointed to the fact that shipyard jobs do not require great physical exertion.

Commercials are testimonials by workers. Talent is drawn from the ranks of shipyard employees, with a contest angle awarding a $25 bond to the winning contestant on each program. Contract is for 13 weeks. James Houlihan Agency, Oakland, Cal., is handling the account.

Railway Express Explains Its Use of Free Air Time

RAILWAY EXPRESS, defending its position on free radio advertising, [BROADCASTING, Nov. 29], writes that "any such action was the result of over-zealousness on the part of an individual rather than a company policy".

K. N. Merritt, express company's manager of public relations, said in a letter to "Red" Cross, commercial manager of WMAZ Macon Ga., who had criticized the firm's use of free air time, "Railway Express is not guilty of any of the charges made in your letter . . . In previous years we have used radio rather consistently. We did not use it in 1942 or during this year but I have no doubt that when things return to normal we will possibly want to employ the medium again."

NBC Dawn Plans

IN A STEP towards "revitalization" of the early-evening program schedule on NBC, specifically the 6-7 p.m. period, the network has started a 25-minute musical program *Serenade to America* in the 6:15-6:40 p.m. spot. Both popular and classic music is presented by a concert orchestra under the direction of guest conductors; by a chorus, and soloists. Other new features dedicated to "gracious living" will round out the 6-7 p.m. schedule according to Clarence L. Menser, NBC vice-president.

KDYL Salt Lake City is pinch-hitting for the *Salt Lake Tribune-Telegram*, which has suspended publication during its dispute with the Typographical Union. The newspaper is sponsoring three 15-minute news programs daily, with the editorial staff preparing the scripts.

RADIO'S 'CITY CIRCULATION'

Shown by NBC Listener-Reader Comparison As Greater Than That of Leading Dailies

THAT radio listening families outnumber the top newspaper circulations in leading cities of the U. S., and closely approximate the best newspaper coverage in all cities, is indicated by data which Niles Trammell, president of NBC, offered in his testimony before the Senate Interstate Commerce Committee hearings on the White-Wheeler Bill (S-814) last Tuesday.

Mr. Trammell's Exhibit A showed that within the limits of cities where NBC stations are located, the total of regular listening radio families exceeds combined circulations of the top papers of each of these areas. Figures for the cities were: Total population, 36,167,772; occupied dwellings, 10,081,969; regular listening radio families 9,317,447; city zone circulations of largest daily papers (one each city) 8,504,986. The table is titled "Summary of Radio Family Listening and Newspaper Reading in Cities of NBC Stations."

A tendency for radio listening families to exceed top newspaper circulation in the largest cities, was revealed, whereas among cities of less than 100,000 population there is a tendency for the reported circulation of the top newspaper to be larger than the number of regular listening families. In 11 out of 29 NBC basic network cities, the regular listening families outnumber the circulation of the leading paper, and among 37 optional basic cities there are 10 where that situation prevails. The 11 NBC basic cities where radio family audience is larger than the circulation of any one newspaper include New York, Philadelphia, Baltimore, Rochester, Pittsburgh, Cleveland, Detroit, Chicago, St. Louis, Minneapolis, and Indianapolis. On the Pacific coast the same thing holds true in San Francisco, Los Angeles, Portland, Seattle and Spokane. Other cities which might be added to the list are Houston, San Antonio, Oklahoma City and New Orleans.

Comparison by Cities

In his analysis of the table, Mr. Trammel said: "In cities where there are NBC outlets there are 386 radio stations compared with 280 newspapers, or 106 more radio stations than newspapers. In New York City for instance, there are 17 stations compared with a total of 11 metropolitan newspapers. In Chicago there are 14 stations and 5 newspapers; in Denver 6 stations and 2 newspapers; in Washington 6 radio stations and 4 newspapers; in Cleveland 4 radio stations and 3 newspapers; in San Francisco 8 stations and 4 newspapers.

"It is easier to acquire an existing radio station or to establish a new one in any city of the country than it is to acquire or establish a daily newspaper there."

Blue Announces Three New Sponsored Series

TWO variety shows and an amateur program, to be sponsored on the BLUE, were announced last week. *Ranch House Jim* starts Jan. 3 for 26 weeks, Monday, Wednesday, Friday, at 3:45-4 p.m. for Ranch House Pancake Flour, product of Omar Inc., Omaha, the business being placed by MacFarland Aveyard & Co., Chicago.

Peter Fox Brewing Co., Chicago, successful user of spot radio, starts *Fox De Luxe Variety Hall* on 17 BLUE stations in the central area Dec. 21 for a 52-week run on Tuesdays, 6:30-7 p.m., with aim of developing a post-war market. Agency is Schwimmer & Scott, Chicago.

Adam Hat Stores will put *Star for a Night* on 130 BLUE stations Wednesdays, 10:30-11 p.m., replacing the joke show, *That's a Good One*. Listeners are to write letters stating why they should appear on the program. Two winners take part in a playlet including a third actor chosen from the audience and a guest "professional". Prize of $1,000 goes to the amateur winning the most applause. Glicksman Adv., New York, handles the account.

New Instant Coffee

G. WASHINGTON COFFEE Refining Co., Morris Plains, N. J., has appointed Ruthrauff & Ryan, New York, to handle all advertising for its Instant Soluble Coffee and Cafemelo, a new soluble coffee to be placed on the market after the first of the year. The account has used radio for its coffee products in the past, but no new radio plans have been settled by R & R as yet. The Instant Broth portion of the account continues to be handled by Cecil & Presbrey, New York.

Religious Series

DR. JOHN MATTHEWS, Los Angeles (religious), utilizing midnight time, has started a twice-weekly quarter-hour transcribed program, *The Midnight Cry*, on 11 stations nationally, with others to be added. List includes KVI KFEL KLRA WTCN KXEL WBAL WKRC WPEN WIBC WDAE KMJ. Group also sponsors a weekly 30-minute program on 8 Don Lee California stations, Saturday, 9-9:30 a.m. (PWT). Agency is Tom Westwood Adv., Los Angeles.

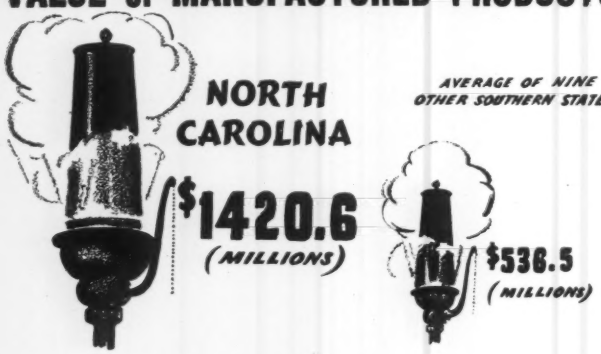
Barbour Eulogized

TRIBUTE to the memory of the late Senator W. Warren Barbour (R-N.J.), who died a fortnight ago, was paid last week in a resolution adopted by the Radio Correspondents' Gallery of Congress. Senator Barbour was co-sponsor of a Senate resolution establishing the Gallery.

XUM

NORTH CAROLINA is the SOUTH'S No.1 INDUSTRIAL STATE

VALUE of MANUFACTURED PRODUCTS



Source: — Census of Manufactures, 1939

WPTF with 50,000 Watts in RALEIGH is NORTH CAROLINA'S No.1 SALESMAN

NBC — 680 K.C.

FREE & PETERS, INC. National Representatives

OWI PACKET, WEEK JAN. 3

Check the list below to find the war message announcements you will broad during the week beginning Jan. 3. Sell the spots officially designated for sponsori (None this week.) Plan schedules for best timing of these important war messages. your clients what spots are available for inclusion in their programs. Each "X" sta for three one-minute announcements per day, or 21 per week.

WAR MESSAGE	NET-WORK PLAN	STATION ANNOUNCEMENTS Group KW Aff.	Group KW Ind.	Group OI Aff.	Group OI Ind.	NAT. SPOT PLAN Live	Tape
Fight Inflation	--	X	X	X	X	--	--
Paper Conservation	X	--	X	--	X	X	--
Wartime Nutrition, FFFF	--	--	--	X	X	--	--
Cadet Nurse Corps	X	X	X	--	--	--	--
Home Front Pledge, FFFF	X	--	--	--	--	--	--
Save Critical Resources	--	--	--	--	--	--	--

See OWI Schedule of War Messages 89 for names and time of programs carry war messages under National Spot and Network Allocation Plans.

Inflation Fight, Conservation, and Nurs Recruiting Feature New OWI Packe

HOME FRONT battles of decisive importance are to be fought with OWI Domestic Radio Bureau war messages for the week of Jan. 3. The fight against the growing pressure of inflation, the battle to conserve critical materials, including fuel and food, and a campaign to recruit nurses for our wounded, are objectives of the messages scheduled.

For the first time since last summer, a "give-away" is to be featured by one of the OWI campaigns. This is the National Wartime Nutrition Guide, carrying the slogan "Eat the Basic 7 Every Day". The folder, prepared by the War Food Administration, may pull even more inquiries than the home canning booklet which, in August and September, rolled up 2,500,000 requests, of which more than 1,500,000 were traced to the OWI announcements [BROADCASTING, Dec. 6]. The nutrition booklet will receive a bigger play on the various allocation plans (see table) and will be offered over a longer peri of time, thereby benefiting fr audience turnover.

A somewhat different tack in t War Bond drive is indicated by t fact that copy on behalf of bon and stamps is subordinated to t over-all Fight Inflation theme.

The shift in emphasis may b regarded as a "breather" from co tinuous War Bond copy, and a build up for the Fourth War Lo story which will break later January.

Tying up with the Nutrition a Inflation campaigns, is anoth series of messages on the Ho Front Pledge, built around t food supply outlook for 1944.

Waste Paper Salvage was t leading topic in conservation a nouncements scheduled the week Dec. 27. The angle shifts to Pap Conservation in the week of Jan.

The Cadet Nurse Corps and Cr ical Resources (coal, oil, gas) a nouncements continue previous scheduled drives.

Jett Will Discuss FCC At IRE Meeting Jan. 28

E. K. JETT, chief engineer of the FCC, will lead a discussion of Commission problems and policies during the technical meeting of the Institute of Radio Engineers, Jan. 28-29 at the Hotel Commodore, New York. Dr. L. P. Wheeler, chief of technical information of the FCC's engineering department and retiring president of the IRE, will serve as chairman. Prof. H. M. Turner of Yale, will be inaugurated president-elect for 1944.

Dr. W. R. G. Baker, vice-president of General Electric Co. and chairman of the Radio Technical Planning Board, will address a session of chairmen of several of the RTPB's 13 panels. Maj. Gen. Roger B. Colton, chief of the Signal Corps' engineering and technical service, will speak on "Enemy Communication Equipment" at a joint session of the IRE and the American Institute of Electrical Engineers, Jan. 27 following the AIEE communications meeting. The AIEE sessions will be held at the Engineering Societies Bldg., New York.

Dyes Line to Boyle

A. S. BOYLE Co., Jersey Cit wholly-owned subsidiary of Amer can Home Products Corp., has pu chased the Diamond Dyes lin made at Rutland, Vt. Purcha does not include the Canadian sub sidiary. According to S. Schraffe berger, president of A. S. Boyl the company will introduce severa new products after the war.

Flanagan Honored

PAT FLANAGAN, midwest an nouncer, was honored by his fell staff members of WBBM Chica at a dinner given him at the Wra ley Restaurant. Pat has retir from radio, and leaves Dec. 15 t make his home in California.

MBS Naples Coverage

WILLIAM STRAND of the *Chica Tribune* is alternating with Seym Korman and James Wellard in cov ing news at Allied headquarters Naples for Mutual. Jack Thompso Mutual's correspondent who recen won the Order of the Purple Hea is currently in Cairo, working wi Leslie Nichols on MBS news. Rola Stead, who reports for the *Christia Science Monitor* program on Mutu has left Algiers for Naples.

WHY

One of a series showing AMPEREX tubes in the making

AMPEREX

TRANSMITTING AND RECTIFYING TUBES

Amperex is a scientific laboratory, on an enlarged scale, where rare and refractory metals, materials and gases are processed and combined into precise and delicate instruments. The meticulous construction of each tube is supplemented by a series of tough, pre-shipping tests. You receive a perfect product, fortified with the "Amperextras" which assure longevity, uniformity and dependability. All Amperex tubes may be interchanged with your present tubes without circuit readjustment.

AMPEREX ... the high performance tube

ARMY E NAVY

GIVE A PINT OF BLOOD TODAY . . . SAVE SOME SOLDIER'S LIFE TOMORROW

AMPEREX ELECTRONIC PRODUCTS

79 WASHINGTON STREET · BROOKLYN 1, N. Y.

XUM

Republic Studios Plans Big Promotion Drive

REPUBLIC PICTURES, New York, will spend $350,000 to promote "The Fighting Seabees", according to James R. Grainger, president. $250,000 has been set aside for advertising and publicity in branch-city pre-release engagements, and $100,000 allocated to campaigns in subordinate key cities.

Republic appropriated a similar amount for its recent release "In Old Oklahoma". And Roy Rogers, the cowboy star, was publicized with a radio campaign, tying in with personal appearances.

ANACIN Co., Jersey City, has changed the name of its new half-hour Friday evening show on CBS from *Broadway Calling* to *Friday on Broadway*. Program started Dec. 3, and is heard 7:30-8 p.m. Agency is Blackett-Sample-Hummert, N. Y.

COMMERCIAL CUT
Announced to Listeners As Station Policy

PLANS to limit advertisers to a certain number of commercials per day and to shorten announcements, were disclosed by Elias I. Godofsky, president and general manager of WLIB Brooklyn, in a "Report to Listeners," Sunday, Dec. 12.

The nineteen-month-old station had asked listeners how they found WLIB, and was told 75% picked it up while dialing for any interesting program; 17% heard about it from friends, and 2% tuned in as the result of newspaper listings. Mr. Godofsky indicated the extent of cooperation of specific newspapers on this point, and asked listeners to write radio editors urging more WLIB listings.

Included in the report was an explanation of the station's program formula: news, and classical music with a blend of the modern but not "jive or swing." Urging listeners to continue to send in ideas, Mr. Godofsky said in conclusion: "In this partnership of you the listener, and WLIB, we will both go forward to new and perhaps greater fields of wholesome entertainment and factual information through the medium of radio."

Gunnison Series

ROYAL ARCH GUNNISON, Mutual correspondent who recently returned to this country on the *Gripsholm* after 22 months internment in Japanese prison camps, on Dec. 22 starts a series of commentaries on Mutual, to be heard Wednesdays and Saturdays, 10-10:15 p.m. Gunnison was first heard on Mutual Dec. 7, 1941, from Manila where he broadcast for 21 days until the Philippines were taken by the Japs.

Hoyt OWI Record Praised by Aides

Healy to Take Domestic Post After First of the Year

RESIGNATION of Palmer Hoyt as OWI Domestic Director removes a representative of the broadcasting industry from a policy-making position in the agency. Mr. Hoyt, who is publisher of the *Portland Oregonian*, which operates KEX, will be succeeded by George W. Healy Jr., managing editor of the *New Orleans Times-Picayune*.

Mr. Hoyt's departure, however, will be balanced by the appointment of Edward Klauber, former CBS executive vice-president, as OWI Associate Director, the post formerly held by Milton Eisenhower [BROADCASTING, Nov. 29].

In returning to Oregon, Mr. Hoyt is carrying out the stipulation made last June that he would stay in Washington six months. He had been granted leave from the *Oregonian* for that period. He will continue in his post until the arrival of Mr. Healy, which will be shortly after Jan. 1.

A Tough Task

Mr. Hoyt assumed his present post during OWI's hectic days. He arrived in Washington to find the agency's existence threatened by an unfriendly Congress. The House of Representatives had voted to throw out the entire Domestic Branch but the Senate refused to concur and the Branch finally was given an appropriation of one-fourth its budget request.

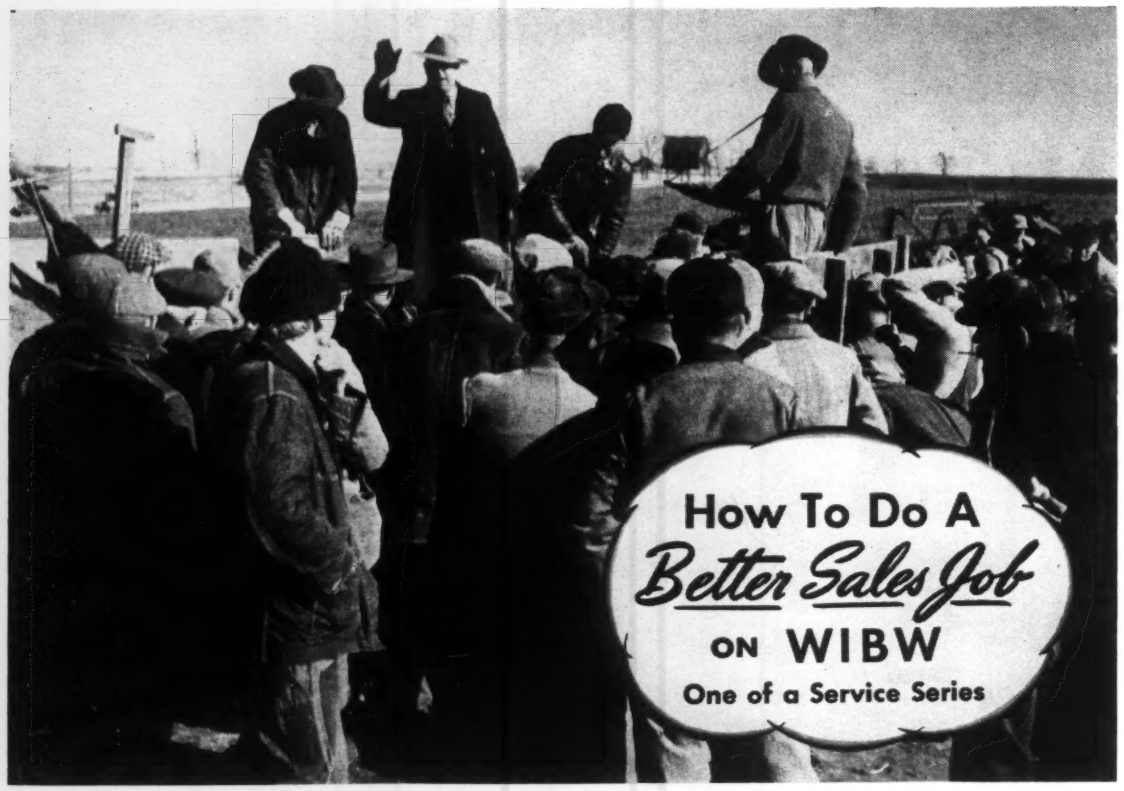
Mr. Hoyt's immediate task was to reorganize the Domestic Branch in line with the limitations imposed by Congress and at the same time to maintain vital functions.

Aside from his successful management of the administrative job, Mr. Hoyt is credited with several noteworthy accomplishments in the field of operations. Most important of these was his drive to increase the flow of war news to the public, a contribution which has brought him praise from newspaper editors.

As a practical broadcaster as well as a publisher, Mr. Hoyt has devoted much interest to the operations of the Radio Bureau. One of his first acts upon becoming domestic director was to form the Radio News & Policy Committee to advise with him on matters affecting industry cooperation.

Mr. Healy is a member of the Newspaper Advisory Committee named by Mr. Hoyt last July to consult with OWI on war news matters [BROADCASTING, July 12]. The two men have known each other for some time. Mr. Healy is chairman of the Associated Press Managing Editors Assn. He lives in New Orleans with his wife and two children. He is not yet 40.

Mr. Healy was recommended as the practically unanimous choice of editors to succeed Mr. Hoyt, it was learned. His appointment, according to present plans, will be for at least one year.



This auctioneer is "tops" because he *knows* his buying audience. Let us help you get better acquainted with our huge, six-state audience, so as to make your WIBW advertising produce the greatest possible results.

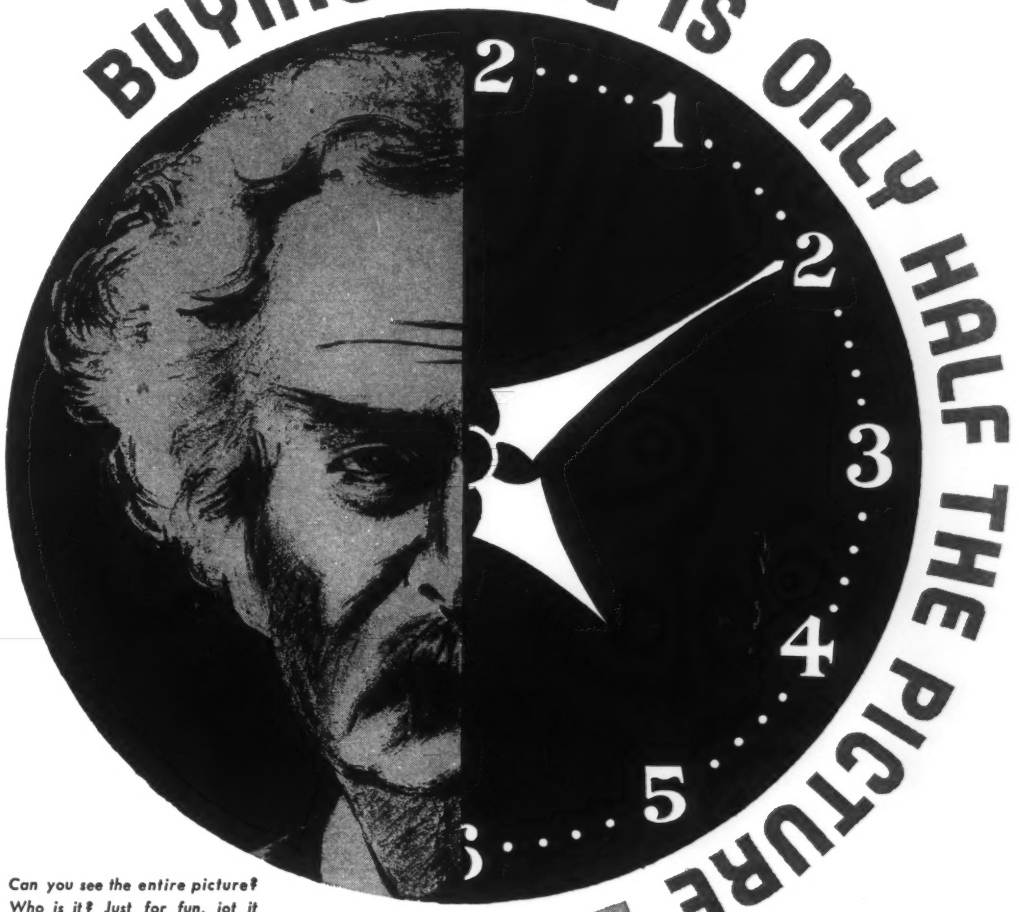
Important to realize is that WIBW listeners are not "price buyers". All their lives they've seen *quality* livestock, machinery and seeds outproduce and out-last inferior grades. Sell the quality, service and dependability of your product. Dealers report that their customers associate these features with the more familiar advertised brands . . . that they're pretty skeptical of "something just as good".

These same people also recognize quality, service and dependability in the neighborly "Voice of Kansas". That's why WIBW can do such a fast, thorough job of building name acceptance. That's why your point-of-purchase displays will be more effective if you give prominence to your WIBW programs.

WIBW IN TOPEKA "The Voice of Kansas" COLUMBIA'S OUTLET FOR KANSAS
BEN LUDY, Gen. Mgr.
REPRESENTED BY CAPPER PUBLICATIONS, INC.
NEW YORK CHICAGO KANSAS CITY SAN FRANCISCO

XUM

BUYING TIME IS ONLY HALF THE PICTURE



Can you see the entire picture? Who is it? Just for fun, jot it down on your memo pad and check with the answer next time!

Answer to preceding ad:
WILLIAM HOWARD TAFT

When you're buying radio time, *half* the selling picture is not good enough! You can't afford to guess. You've got to get the COMPLETE selling picture. That means the RIGHT TIME AND THE RIGHT STATION . . . THE STATION THAT CAN DO THE BIGGEST JOB FOR YOUR CLIENT!

IN BALTIMORE, IT'S W C B M. Because W C B M offers

1. Complete Baltimore Coverage. 2. A lucrative market, that is increasing daily. 3. Distinctive programming. 4. A responsive audience. 5. Economical rates.

. . . our advertisers have found that *IT'S EASY TO SELL WHEN YOU BUY*

JOHN ELMER, President
GEO. H. ROEDER, Gen. Mgr.

FREE & PETERS, INC.
NATIONAL REPRESENTATIVES

WCBM

***The* BALTIMORE BLUE NETWORK OUTLET**

THE BIG BUY OF 1803
$11,250,000
Louisiana Purchase
THE BIG BUY OF 1944
$72.00★
★A DAYTIME QUARTER-HOUR ON THREE STATIONS
The Cowles Group
Even the most ardent Hamiltonian applauds the judgment of Jefferson in concluding the Louisiana Purchase.
Much of the rich midwest thus brought under U. S. control, is today being brought under closer market-control by advertisers who use the Cowles Stations. Blessed by Nature with the world's most productive land, the area served by Cowles Stations includes:
16 wholesale centers, over 25,000.
80 retail centers, 5,000 to 25,000.
601,543 farms, each a war-industry in itself.
1,367,690 radio homes (daytime primary) with population-total of 6,000,748.
To this entire region, Cowles Stations beam your advertising at group rates as low as $72.00 for a daytime quarter-hour on three stations . . . . . truly the BIG BUY of 1944.
THE COWLES STATIONS
AFFILIATED WITH THE DES MOINES REGISTER AND TRIBUNE
GEARED FOR RESULTS
WMT CEDAR RAPIDS WATERLOO
KRNT DES MOINES
KSO DES MOINES
WNAX SIOUX CITY YANKTON
REPRESENTED BY THE KATZ AGENCY

Trammell Urges Changes in Law

(*Continued from page 7*)

medium" is to permit the Government agency to "lay down general rules which permit and require the widest possible freedom of speech."

Senator Wheeler said the "industry would feel much better about the situation if it were written into law", Commissioner Wakefield, who told the committee he was appointed as a Republican, agreed that "if there is any confusion as to what the Commission is doing or should do, it should be written into the law". But he pointed out "we have a law that has now been construed. . . . The limits of the Commission's power are better understood and known than some people admit."

"Not one of these commissions wants to have its power limited in any way," said Senator Wheeler. "I think as far as we can, Congress should write into the law pretty definitely what is intended and not leave it up to the whims of the Commission. The reason there is so much concern at the present time is because some of these commissions have gone far beyond the powers granted to them by the Congress."

Says 'Broadcasting' Creates Fear of Commission

Restating his testimony of Dec. 3, Commissioner Wakefield said there is a "real fear" on the part of broadcasters of the Commission, although he told the committee "a great part of this fear is manufactured for a purpose". He suggested field hearings "away from Washington" to help the Commission and broadcasters to know each other better.

"I have reluctantly arrived at the conclusion that there are large interests in the industry and large, but by no means all, elements in the industry press which deliberately promote this fear for the purpose of creating distrust between the Commission and the working broadcaster." When Chairman Wheeler pressed for identification Mr. Wakefield said:

"BROADCASTING Magazine is a good illustration of what I mean. The NAB has not been free from this influence. I deplore the antagonism which has developed between the Commission and the NAB. Some fault may lie on both sides of that controversy. A strong industry organization can be one of the most useful organizations in developing confidence in Government rather than in promoting distrust of it, and the NAB may well better serve the interests of its members by taking that position."

He predicted that "many problems which seem large today will disappear when the regulatory group and the industry reach a better understanding."

Mr. Wakefield opposed writing the network rules into legislation (as Senator White had promised Chairman Fly earlier in the hearings) because they "may need further revisions as time goes on". When the Commissioner favored sale of time for controversial issues, Senator Wheeler inquired if "the man with the biggest purse strings" would be able to get on the air while the "little fellow" could not. The witness replied that the question should be solved by station management which is obligated to "operate in the public interest".

Mr. Wakefield's theory of serving the public interest, as he explained it, would appear to involve debate of an issue by two men, "on the air continuously, discussing the issue of the day". By way of example he proposed Fulton Lewis jr., and Leon Henderson, each taking a different side on some public issue.

"The people would get awfully tired of it," remarked Senator Wheeler. Mr. Wakefield said he would leave it up to the broadcasters, and paid tribute to radio as a whole for its evening and Sunday programs.

Commissioner Wakefield went on record favoring intervention on the part of "parties with substantial interest" and a "legal right", although he opposed intervention on the part of one with a "theoretical or competitive interest". Senator McFarland wanted to know why those with competitive interests shouldn't be allowed to intervene. The Commissioner's reply was:

"Well, if Congress wants it that way. I'd rather leave it just as newspapers are—let them all come in."

Senator Moore asked if the public interest wasn't in jeopardy when the Commission arbitrarily granted a license without hearing to a station when a particular small community already was served, especially when that community couldn't support more than one station. Senator Wheeler joined the argument with substantially the same thought.

Says Programs Are Considered Generally

"In considering applications, to what extent does the Commission go into program service?" the chairman asked.

"In a general way," explained Mr. Wakefield. He said the Commission goes into "program construction—what types, not kind of programs." He admitted that programs are considered in renewals. Senator Moore remarked:

"That gives the Commission supreme power over all programs, through the license." Commissioner Wakefield cited a hypothetical case in which a station told the Commission it was going to play records all day, but Senator McFarland thought there was no harm in "getting all the views".

"If a station is going to play records all day," he commented, "let the public know that. I don't see the harm in letting the public know what you're doing. You're a public Commission. I think the public is entitled to know the reason for every action you take."

Under further cross-examination by Senators Hawkes and Wheeler, Mr. Wakefield admitted that the Commission issues licenses if there's a frequency available, regardless of possible future needs; that if a community has "several stations", "more than the Commission felt it could support", the Commission would go on granting more licenses as long as frequencies existed.

Advocates Merging International Communications

Commissioner Wakefield said he thought the opportunity to reply to commentators who "slander" an individual should be provided but he opposed making it mandatory. Senator Wheeler has intimated he plans to write such a clause into the law. The Commissioner drew the distinction between political disagreement and "attack".

To Senator Wheeler's stock question: "Do you think the networks should be licensed?" Mr. Wakefield said he had no "strong feeling" but that "licensing networks would give us some supervision if that's what Congress wants".

"If you're going to license networks, then you're getting into the field of licensing all business and I'm opposed to it," declared Senator Hawkes.

Chairman Wheeler asked Mr. Wakefield to file with the committee a list of attorneys and engineers who own or hold interests in stations.

When the Commissioner explained the functions of the Radio Intelligence Division, which the Joint Chiefs of Staff recommended should be transferred to the armed services, Senator Wheeler exploded:

"It seems to me that every branch of the Government is setting up a super-spy system." Mr. Wakefield hastened to say that the Army and Navy are not duplicating the functions of RID; then, under examination, he added: "I don't know to what extent the Army and Navy do" monitor for subversive stations.

Commissioner Wakefield advocated merger of the international communication system, although when Senator Wheeler asked: "You don't think, for instance, that Press Wireless should be joined with another company, do you?", the witness replied: "That's a debatable question."

Armstrong Says FCC and RCA Delayed FM Progress

Taking the stand Monday, Dr. Armstrong told how the progress of FM, which he invented, had been retarded because his invention was looked upon by engineers as a "visionary dream". He blamed both the FCC and RCA for delaying the advance of FM, because they felt that television was the next big step in broadcasting.

His original tests in June 1934 showed, he said, that a 2 kw FM station was "outworking" a 50 kw standard broadcast station. He said he was not able to persuade RCA to take the next step, "operating a high-power station".

"At the end of April in 1935 I decided I'd have to undertake the job myself," he said, and when he wrote RCA asking prices of equipment, that firm announced a series of field tests in television. When Senator Wheeler asked why FM had not been adopted generally Dr. Armstrong replied:

"I believe for two reasons; first, that the technical advantages were underestimated, and second, it meant too many new stations or new networks. As to which was the controlling factor I don't know."

When Dr. Armstrong approached the FCC in 1935 for a license to operate a high-power FM station, he was informed, he said, "in an informal interview with the assistant chief engineer, that I hadn't done anything in the public interest. He suggested that I do what I had been doing for two years—experiment with a low-powered station." He recalled an interview in the *Boston Globe* in which Andrew Ring, then assistant chief engineer of the FCC, referred to FM as a "visionary dream". Under cross-examination Dr. Armstrong said Mr. Ring "now is a consulting engineer, specializing in FM". Senator Wheeler asked that a copy of the published interview be inserted in the committee records.

In June 1936 the Commission, at a hearing, granted an allocation

RCA-NBC BATTERY listening in rapt attention as NBC President Niles Trammell testified last Wednesday before the Interstate Commerce Committee (right to left) Oswald F. Schuette, RCA Washington representative; Frank Mullen, NBC vice-president and general counsel; Sheldon Coons, NAB consultant for the Retail Promotion drive; Roy Norr, NBC special public relations counsel; William F. Brooks, NBC director of news and special events; Stanley P. Richardson, manager of NBC's London office; John T. Cahill, New York, general counsel of RCA-NBC.

Not Ours

SENATOR TOBEY (R-N. H.) proved last Wednesday that radio advertising pays. While Niles Trammell, NBC president, was testifying before the Senate Interstate Commerce Committee, the New Hampshirite dryly inquired whether the Serutan program was on NBC. Before the witness could answer he observed: "You know it is natures spelled backwards." Mr. Trammell had a field day. Practically every program mentioned by committee members, presumably as controversial, drew the retort: "It's not on our network."

XUM

WE'LL NEVER GO BACK ON Mr. KOBAK

WILL YOU PUT THAT IN WRITING ?
OKAY!
A NETWORK, LIKE ANY OTHER CHAIN, IS AS STRONG AS THE SUM TOTAL OF IT'S INDIVIDUAL LINKS- KEX IS DOING A GOOD JOB for the BLUE BECAUSE IT'S DOING a GREAT JOB IN IT'S OWN TERRITORY
NEWS FLASH-! PORTLAND TO BECOME IMPORTANT EMBARKATION POINT---100,000 NEW PEOPLE EXPECTED -
KEX
I SEE WHAT YOU MEAN
INDUSTRIAL PAYROLLS IN THE KEX MARKET ALREADY EXCEED FIFTY MILLION A MONTH AND STILL GOING UP!
KEX IS CERTAINLY IN THE BUCKS
19th NATIONAL BANK Pay to the Order of KEX Advertisers $50,000,000 Per Month
SURVEYS HAVE SHOWN THAT THE ONE SURE WAY TO REACH THE WAR WORKERS IN THIS AREA IS THROUGH THEIR RADIO SETS
AND HOW!
YOUR STATION IS KEX
KEX IS DOING A JOB FOR YOU AND THE BLUE HERE IN PORTLAND, OREGON, Mr. KOBAK
THANKS I'LL REMEMBER THAT
KEX IS ALSO DUCK SOUP FOR SPOT ADVERTISERS
KEX - PORTLAND, OREGON
Represented Nationally by the PAUL H. RAYMER Co.

for television and in the fall of 1937 Dr. Armstrong was granted an allocation for a high-power station.

Says FM Allocation Led To Pushing Television

"While this allocation was ample for my demonstration," he said, "it had the effect of leading the rest of broadcasting on to believe that the next development would be television, not FM, and that there was no place left in the spectrum for FM. It left the impression that FM was not a national service."

For three years Dr. Armstrong demonstrated to broadcasters and lectured throughout the country on the capabilities of FM, he said, and gradually converted broadcasters to the belief that "the FM system was the system of the future". Small broadcasters in particular were interested, he explained.

"About 150 applications had been filed at the beginning of 1940, when there was a hearing before the Commission, set for mid-January 1940 to make permanent those television assignments and to make television commercial," the witness related. "Had that been done FM would have been hamstrung for all time."

The Commission set for hearing in March 1940 the question of allocating more space for FM. "I appeared before the Commission and think, for the first time, I brought home the error of the June 1936 allocation. The chairman, Mr. Fly, stated the Commission would hold over its decision on making the television assignments permanent until it had been able to hear the FM case. Shortly thereafter a very great effort was made in the commercial field to launch television and sell as many receivers on the number one channel as could be sold, and block FM."

Dr. Armstrong explained that "six months prior to the March 1940 hearing" the Commission had granted a limited commercial status to television, but later it was withdrawn "when it became apparent it would fill up the number one channels. No television allocation could be made without working a hardship on the owners of receivers," he added.

FCC Regulations Held Continuing Obstacle

As a result of the March 1940 hearings the Commission allocated the television band to FM and gave television a Government band. "After that the enthusiasm to push television subsided," he said.

"I have heard that the chairman of the Commission has been accused of holding up FM," said Dr. Armstrong. "At this point (March 1940) he certainly did not hold it up. He gave FM its greatest boost later on. Regulations by the Commission did, however, hold up FM and they are still doing so."

Senator Wheeler asked: "In what way?" Dr. Armstrong replied: "FM is 10 years old. One of the biggest developments is relaying FM across the country. The Commission has never allocated a frequency for relaying. They have it under consideration. Perhaps if it hadn't been for the war, something might have been done."

Senator Hawkes wanted to know if the Commission could have made such channels available to FM without interfering with standard broadcast. Dr. Armstrong replied in the affirmative. When the New Jersey Senator pressed for the reasons the Commission gave in not granting FM allocations, Dr. Armstrong said:

"The existing allocation system provides for the allocation of those frequencies to television and the Government. There is no space available. That reason was given a good many years ago, based on the decision that everything was known about radio of the future. I believe since that time the Commission engineering department has acquired much wisdom."

The inventor told the committee there was "plenty of room" in the spectrum to put in FM relay channels and that "it would have been years before any demand could be made for the use of any of those channels. As this art develops you see more and more the impossibility of making progress under rigid regulations."

Says War Stopped World-Wide FM

Senator White inquired whether Britain and Germany were doing anything with FM. Dr. Armstrong said Britain made inquiries in this country but the "possibilities were talked down". In Germany "they fully appreciated FM before the war," he added. "I don't know what Germany is doing with it now."

Dr. Armstrong said the U. S., so far as he knows, leads in the development of FM, with Canada second. He surmised that had the war not interrupted, FM today would be in operation throughout the world.

The committee displayed unusual interest in Dr. Armstrong's testimony and asked questions about programming, reception, scope of the radio spectrum, and other phases pertinent to general broadcasting.

"I think I ought to add," Dr. Armstrong told the committee, "that if I've been too hard on the engineering department of the Commission, I want to say at the present time it is doing everything in its power to get under way."

"You think there will be a big development in FM after the war?" asked Senator Wheeler.

"It will be the major development. We'll have television later," declared the inventor. "FM is the next development and the one which has been the logical development." He joined Senator White in paying tribute to E. K. Jett, chief engineer of the FCC.

Trammell Asks New Law to End 'Freedom From Fear'

Mr. Trammell, appearing before the committee Tuesday, urged legislation which will determine whether radio "will flourish under our free enterprise system or become a weak and subservient tool of Government". Such legislation must have as objectives, he said, these two fundamentals:

"First, to guarantee broadcasting in all its forms as a free and unfettered medium of mass communication, secure from Government censorship and bureaucratic domination; second, to guarantee a sound economic system of broadcasting so that private enterprise may give to the American public television, frequency modulation, facsimile, and all the other devel-

Put your Confidence in WSIX-- *Nashville*

Here's a market that won't fold up when the war ends—for the simple reason that it is built on the diversified industry and agriculture of the Tennessee Valley.

When peace comes, these same plants will be found making the same essential products and these same farms growing the same hogs, corn and tobacco as now.

Let us give you the complete picture of this unusual market, covered by WSIX. Contact this station or

Spot Sales, Inc., National Representatives

Member Station, The Blue Network and Mutual Broadcasting System

5,000 WATTS

980 KC

WSIX

"The Voice of Nashville"

NASHVILLE, TENN.

opments which science and the war research have made available, and thus continue to provide the radio audience with the world's finest radio service."

Mr. Trammell cautioned against restrictions "which may seem expedient at the moment but which may prove to be a strait-jacket for this fast developing industry". If post-war opportunities are to be developed, he asserted, radio legislation must guarantee "freedom of opportunity and operation, especially freedom from Government domination and control".

White and Wheeler Differ On Congressional Intent

Referring to the May 10 Supreme Court decision, the NBC president said: "Composition of traffic means programs to us. I consider it of prime importance that your committee and the Congress write a clear and definite declaration that the Commission has no such power to control the composition of traffic directly or indirectly, either by the regulation of program policies or business practices. If American Radio is to remain the greatest radio service in the world, it must be given a new freedom from fear, the fear of the blight of Government control."

Mr. Trammell recalled that in the early days of radio there was a need for Government regulation because of the physical characteristics of the transmission and reception of radio energy. Senator Wheeler interposed with the statement that the authors of the 1927 Act had in mind a scope broader than control over technical confusion and interference when they wrote the "public interest" clause.

Senator White, co-author of the present Communications Act, and co-author of the proposed legislation, took sharp issue with the chairman. "I agree with the witness," he declared, "that in the 1912 Act and the 1927 Act we were trying to eliminate interference." He quoted from both laws to sustain his contention. "When we wrote in 'public interest, convenience and necessity' we were thinking of freer ether. I feel in my own mind we were trying to minimize interferences."

"There isn't any question as to whether that was one of the prime reasons," commented Senator Wheeler. "I do know we discussed other things."

Chairman Wheeler pointed out that under the present law, program control by the Commission is forbidden, but Mr. Trammell said he felt that "in view of the Supreme Court decision the law has got to be clarified". He referred to Commissioner Wakefield's testimony that the Commission did consider programs in granting licenses and renewals. That brought from Senator Wheeler the remark that the Commissioner "advocated several things with which I was impressed".

Wheeler Again Raises Demand For Both Sides

Senator Wheeler again pounded his theory that the decision as to what goes on the air shouldn't rest with a "handful" of individuals. Mr. Trammell told him that if radio loses its audience it loses advertising, its life blood. Thus the public is the deciding factor. The committee chairman expressed the opinion, however, that "the representatives of the public should be" the deciding factor and Congress, as the representatives, delegates that power to Government agencies.

"Isn't Mr. Trammell presenting the most important fact," interposed Senator Hawkes, "when he says the public is the most rigid censor of all? If you run your broadcasting for your own interests you're through."

"I don't think that's right," insisted Chairman Wheeler. "The public is entitled to have the opportunity to hear both sides of a question." Mr. Trammell told the committee that the country's 900 broadcasters and four networks with their "checks and balances against one another" make for a "much safer" condition than to "leave the say-so in the hands of a bureau of the Government."

Freedom Stressed As Essential to Progress

"Until two or three years ago the Commission never attempted to regulate business and program practices of the industry," Mr. Trammell continued. "I don't think the broadcasting industry should be subjected to laws that do not affect other industries. If you're going to regulate our business practices, then we're a public utility and the law says we're not."

Mr. Trammell resumed his prepared statement and introduced as an exhibit a table comparing radio and newspaper coverage of U. S. cities (see page 41).

"Contrary to general opinion," he said, "more radio stations are now licensed to operate in the leading cities of the country than there are daily newspapers published in those cities."

"As to the future there should be no concern about the possible monopoly by the single ownership of a newspaper and a radio station in any community. Wavelengths are now available in any city, town or country village. Economic conditions and Government restrictions may prevent their establishment, but not the scientist.

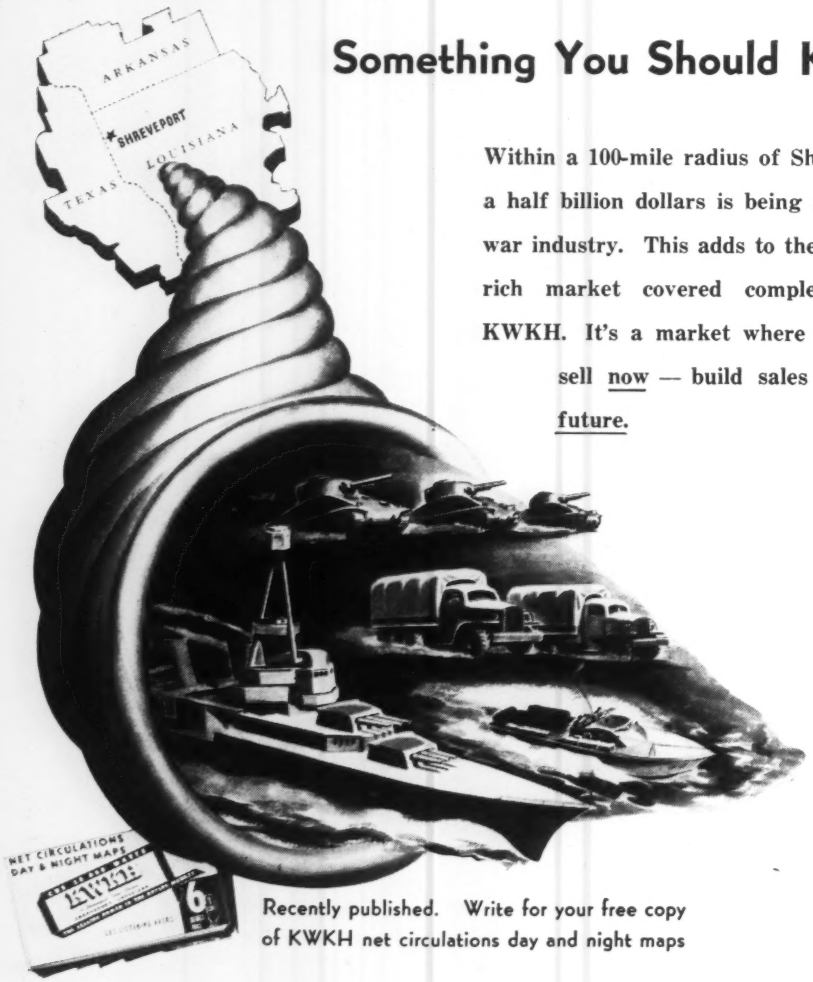
"The point I'm trying to make there, Senator," Mr. Trammell addressed the chairman, "is that we've got as many radio stations as there are newspapers."

Senator Wheeler objected to the networks putting "one side of the question" on a full network and the other side on a few stations, but the NBC president explained: "We put no pressure on individual stations to carry our programs".

Mr. Trammell, returning to his prepared statement, highlighted radio's future possibilities, including television, facsimile, FM and kindred services. Ownership and operation of key stations by net-

Booster

APPLICATION for a construction permit to install a synchronous amplifier near Ft. Benning, Ga., was filed last week by WRBL Columbus, Ga. The unit is to be operated on 1230 kc, 250 w and synchronized with WRBL.



Something You Should Know

Within a 100-mile radius of Shreveport a half billion dollars is being spent on war industry. This adds to the already rich market covered completely by KWKH. It's a market where you can sell now — build sales for the future.

Recently published. Write for your free copy of KWKH net circulations day and night maps

CBS
50,000 WATTS

KWKH

REPRESENTED BY
THE BRANHAM CO.

A SHREVEPORT TIMES STATION
SHREVEPORT. LOUISIANA

1 *MINUTE OPENED IT* 7900* *TIMES!*

One minute *on WOV...*

The Ronzoni Macaroni Company are the sponsors of The Second Wife...broadcast, like all WOV's *daytime* programs, in Italian. Recently they offered listeners a ration-book holder during an incidental 30-second announcement on their half-hour program. The following day another announcement was made. Again casual. Again 30-seconds. That's all. Two announcements . . . 1 minute.

Four weeks later 7900* replies had come in! More were arriving every day.

Ronzoni, for all their *593 consecutive weeks* on WOV, were the happiest sponsors you ever saw. We were happy too. But unsurprised. For WOV's dominance of the New York Italo-American market is an old, old story. One that has opened many mail-boxes (and cash registers) for our 41 Italian-language clients.

WOV can open them for you too!

**There's no sense fibbing...it was really 7920*

WOV

NEW YORK

RALPH N. WEIL, GENERAL MANAGER
JOSEPH HERSHEY McGILLVRA, NAT'L. REP.

works will be as important in developing these new services as they are now in standard broadcasting, he averred.

"The questions that arise in these respects bear upon the fundamental philosophy of radio legislation in determining whether radio will be made to creep or will be allowed to walk in post-war development," he said. "For example, present FCC regulations have already imposed a strait-jacket on the creation of television networks by prohibiting the ownership of more than three television stations by any one company."

Senator Wheeler wanted more information on that phase and Mr. Trammell told him if "we're going to develop television, we've got to be encouraged by Government." He explained that pioneering in television would cost considerable money; that if the networks are restricted to no more than three stations developments would be retarded and industry would be discouraged from investing in the new venture. He said NBC owns six stations which eventually will be converted to television, but under the FCC regulations "three will be confiscated".

"You've got to have opportunities and outlets to go ahead," commented Senator Hawkes. Senator Wheeler remarked that a "network doesn't necessarily have to own any stations; you need them to make money". Argument ensued over network earnings, pioneering and monopolies and sale of the BLUE Network. Chairman Wheeler, insisting that NBC made its money from its key stations, told Mr. Trammell to file with the committee a report of the network's "gross profit" and earnings as a network.

Trammell Forecasts Future Expansion

Mr. Trammell was opposed to network licensing, as suggested by Senator Wheeler, on the ground that networks are program, sales and service organizations, and that such legislation would mean control of programs and business practices. "If you're going to license a program and sales agency," he asserted, "you'll have to license the advertising agencies, Lever Brothers and Procter & Gamble. They create programs."

Answering Senator Wheeler's question as to the responsibility if a network sent out "some obscene matter" Mr. Trammell said it would rest with the originating station, but the chairman disagreed. He charged the networks with the responsibility.

"In 20 years of operating a network we haven't put out anything obscene," replied Mr. Trammell. When Senator Wheeler mentioned the Mae West program of a few years ago, Mr. Trammell said: "Yes, we made that one mistake, but that was corrected, and that wasn't so bad."

"Freedom to advance in the radio art demands that those who have developed broadcasting be given the opportunity to modernize their facilities," said Mr. Trammell, after that phase of cross-examination ended. "The broadcast station or network which is not permitted to transform itself into a sight and sound service will go the way of the silent film or the horse and buggy."

He pointed out that the future may well see stations or networks operated for and by religious groups, labor, farm organizations in addition to public stations. If radio is permitted to expand normally after the war, that expansion will mean, he declared, hundreds of new stations, remodeling of present ones, new facilities, additional networks and thousands of miles of new telephone lines and coaxial cables, which will mean work for carpenters, bricklayers, electricians, painters, engineers, furniture makers, lumber mills, textile mills, cotton-growers, woolgrowers and miners. More musicians will be needed, more artists required, more writers, salesmen and so on "throughout our entire economy," he added.

"In broadcasting, the program is the product. In the beginning, and it will always prevail, the radio audience must first be induced to purchase receiving equipment and then to use the receiving set. With all the radio facilities in the world at our command, we still cannot gather together a radio audience except on its own volition and desire to listen to what we broadcast."

WOMEN COMMENTATORS of the Canadian Broadcasting Corp. met in Toronto for their first annual convention, to discuss programs and production problems. Seated around the table are (l to r): Jean Hinds, CBC Winnipeg; Jean Howard, CBR Vancouver; Marcelle Barthe, CBC Montreal; Monica Mugan, CBC Toronto; Joan Marshall, CBA Sackville; and Ethelwyn Hobbes, who is on the CBC Montreal staff.

Wheeler Repeats His Views on 'Equal Time'

Mr. Trammell submitted a chart showing a breakdown of NBC programs as to types. Senator Tunnell inquired as to rate controls, to which the witness replied:

"The individual station controls its rates. Up to now the FCC hasn't imposed any rate regulations, except to tell us that we cannot have anything to do with local station rates."

Open discussion as to what constituted "public interest" followed with Chairman Wheeler inquiring if it were in the public interest for a network to give 120 stations to one speaker on a public issue and only 20 to the opposition. Mr. Trammell made it plain that the networks do not control individual stations. He also went on record as opposed to any individual being given a four-network tieup except the President. On the controversial issue, Mr. Trammell pleaded against writing a mandatory answer clause into the law on the grounds that it would "stifle free speech".

Chairman Wheeler was insistent, however, that something is going into the law on "equal rights" and told Mr. Trammell: "I think we can sit down and work something out. We expect you to help us."

When Mr. Trammell said if an equal rights clause is written into the law broadcasters will be "scared to death to put on any side for fear of losing their license," Senator McFarland remarked: "Maybe that might be the answer". Mr. Trammell came back with: "You will have more audience."

"It seems to me that if this life and death power is removed, you can go ahead in the public interest," interjected Senator Hawkes.

NBC President Outlines Network News Policy

When Mr. Trammell resumed the stand Wednesday, Senator Tunnell (D-Del.) was in the chair as Acting Chairman. Chairman Wheeler was absent because of a mild attack of flu—his first non-appearance since the hearings began Nov. 3.

In his prepared statement, Mr. Trammell reviewed war activities of NBC and radio generally and covered his network's policy governing news broadcasts, public service programs, daytime serials or "soap operas" which had been belabored frequently by Committee members.

The real meat, however, was again developed on cross examination, with the NBC president carrying the battle to Chairman Fly.

News policies of NBC, Mr. Trammell said, are designed to guard against inaccuracy, unfairness and partiality. The network itself has no editorial policy. He introduced for the record an exhibit supplying thumbnail sketches of the 36 members of the NBC news staff.

In summing up the program issue, Mr. Trammell felt that self-regulation and not "bureaucratic edict" should control "the composition of the traffic". "Public pressure exerted by the listeners and the economic self-interest of the broadcasters," he contended, "argue that the responsibility for program service in the public interest belongs to the licensee".

Technical developments in broadcasting, to cover transmitting news as it occurs, with sight as well as sound; printed news; newsreels and motion pictures will bring new problems. Any such controls which are made applicable to radio must automatically apply to newspapers, magazines, books, pictures, newsreels and motion pictures. He added, "I do not think it can be done and at the same time preserve the doctrine of free speech or free press".

'Success Attracted Attempts At Bureaucratic Control'

Declaring that governmental control of radio has only recently become a serious threat, Mr. Trammell attributed radio's present troubles to "excessive zeal on the part of bureaucracy to apply new social concepts to American industry". The more successful broadcasting became, the more it attracted the attention of the bureaucrats, and the more opportunities it presented for exploitation by those in government who saw in broadcasting "a powerful instrument to be used in remaking America. The infiltration of government control in broadcasting has been devious and gradual. Every pretext and excuse for extending these controls has been utilized."

"The argument is now advanced that business control of broadcasting operations has nothing to do with program control. This is to forget that 'he who controls the pocketbook, controls the man'. Business control means complete control and there is no use arguing to the contrary. I believe that neither the nation nor the broadcasting industry can exist, as was said many years ago, 'half slave and half free.'

"Nor do I believe that you can have a government controlled radio in this country and preserve democracy. You cannot have government controlled radio and maintain either free speech or free press. We have too many examples of what has happened in other lands. I call your attention to the fact that in every land where democracy is dead there is government control of radio, the press and the church."

Points to Error of 'Common Carrier' Idea

Another difficulty related to the "new concept" of radio regulation, Mr. Trammell charged, is the tendency to consider broadcasting as a sort of public utility despite the fact that the present act specifically declares that broadcasting is not a common carrier. He pointed out that four of the six members of the FCC have public utility operation or regulation back-

(*Continued on page 47*)

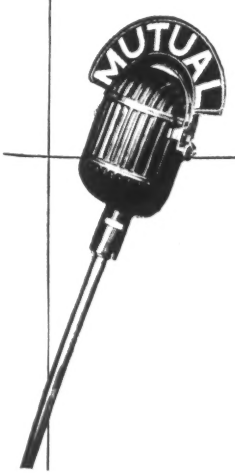
Bond Frolic

STAGING its *Iowa Barn Dance Frolic* at the Shrine Auditorium, with War Bond purchases as tickets for admission, WHO Des Moines sold $138,300 in bonds to an audience of 3,680. The event, held Nov. 27, was promoted exclusively over the station and was held outside the studios for the first time since December 1942 when the Saturday night shows at the Auditorium were suspended to discourage unnecessary travel. The program, 2 hours and 15 minutes, included a talk by Herb Plambeck, WHO farm editor, who recently returned from a tour of Great Britain. WHO's bond sales now total nearly $4,500,000.

XUM

the move is to Mutual

(including, for example, these recent movers)



GRACIE FIELDS
"Victory Show"

for American Cigarette & Cigar Company

moved to Mutual October 18, 1943

RAY DADY
News Commentator

for Grove Laboratories

moved to Mutual November 1, 1943

FULTON OURSLER
"The People's Reporter"

for Metro-Goldwyn-Mayer

moved to Mutual November 15, 1943

XAVIER CUGAT
"Your Dubonnet Date"

for Dubonnet Corporation

moved to Mutual December 1, 1943

JULIA SANDERSON
"Let's Be Charming"

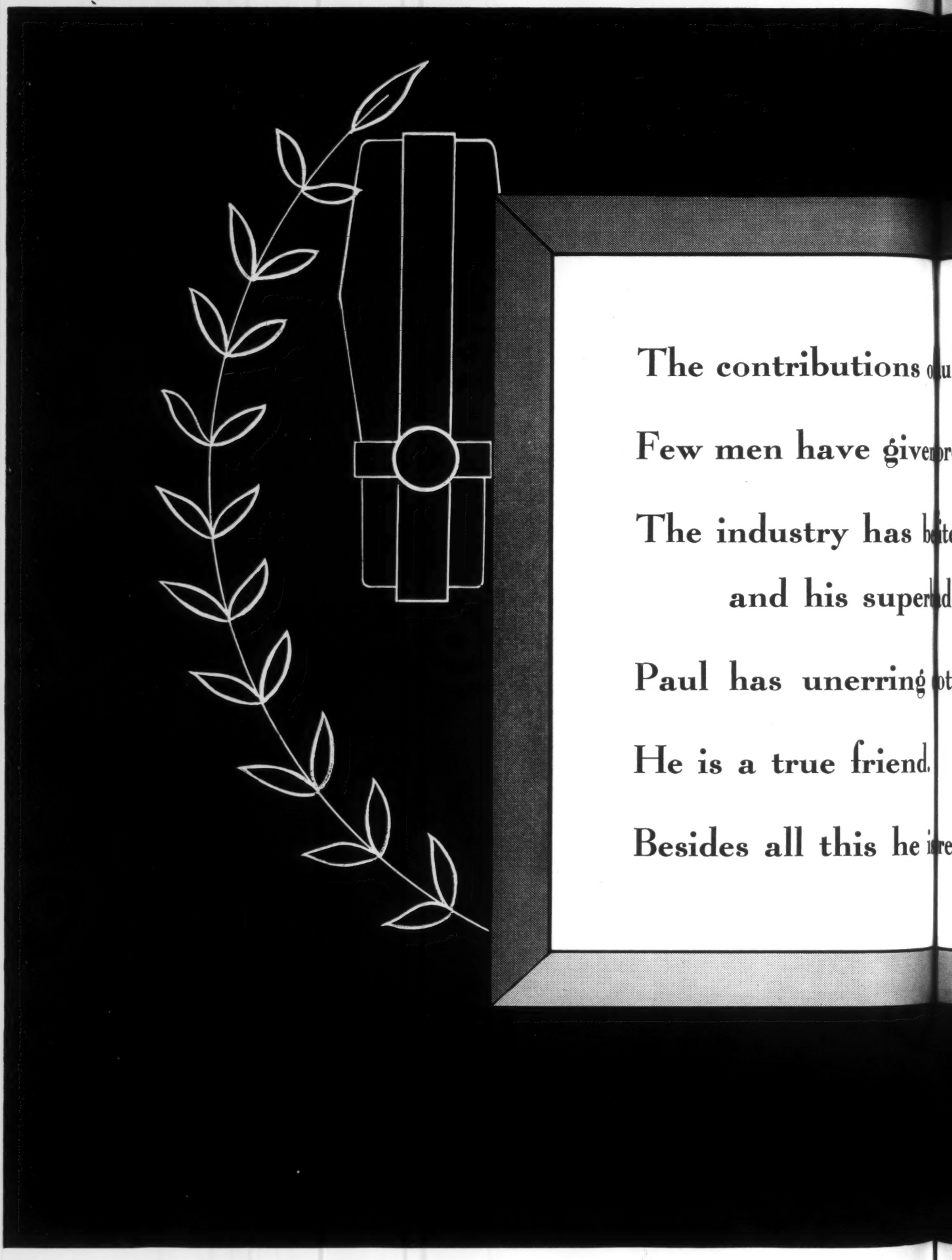
for Lewis-Howe Company

moved to Mutual December 2, 1943

JOHN J. ANTHONY
"Good Will Hour"

for Clark Brothers Chewing Gum Co.

moved to Mutual December 5, 1943


The contributions
Few men have give
The industry has
and his super
Paul has unerring
He is a true friend.
Besides all this he

ns o ul W. Kesten to radio are many.

ive re.

s b ted by his great ability

per dership.

ng otion to the highest principles.

nd.

ne i real fellow.

L. B. Wilson

XUM

Editorial

The Awakening

ONE HAS only to attend the Senate Interstate Commerce Committee hearings for the radio awakening. It isn't a one-man or a two-man show any more. At least a dozen Senators of the committee's membership of 21 are following the hearings with obvious and intense interest.

Chairman Wheeler and Senator White, co-authors of the bill, are there. But so are men like Hawkes of New Jersey, Gurney of South Dakota, McFarland of Arizona, Moore of Oklahoma, Clark of Idaho, Bone of Washington, Brooks of Illinois and Tobey of New Hampshire. They're more wordly-wise on radio. They recognize its potency. And they are aware of the evils of overzealous administration.

That's why there is going to be a new law written by this Congress. It's not going to be the product of the FCC, or the industry, or of one or two Senators. It is going to be the result of most careful and exhaustive kind of committee scrutiny, unless we miss our guess.

No one could listen to the pile-driving testimony of Niles Trammell, NBC president, last week without the impression that there's going to be action. The same held true for the testimony of other radio witnesses during the proceedings. Then there were the straight-from-the-shoulder views of Commissioner Craven, who wants a new law and wants the FCC limited as to its powers. And the going-over given Commissioner Wakefield, who reflected Chairman Fly's views during his two appearances.

The issue is clearly drawn. The choice is between rigid public-utility type of regulation for broadcasting, as espoused by the Fly-Wakefield school, which embraces programs, business, ownership, rates, and everything else the common-carrier concept implies, and the "free-enterprise" principle.

The record now is about to close on these, the most momentous hearings on radio legislation since the art began. With the nation in the midst of war, and with radio on the threshold of marvelous new developments which will magnify its importance a thousand-fold, a new law is to be fashioned. Extraneous issues are drawn in. The soap-box technique of "rolling in wealth" and "making more money than ever," has been used to a fare-thee-well.

Clear pictures have been drawn on both sides. Radio wants to be free. The FCC wants it to be controlled. Radio wants "freedom from fear". The FCC majority ridicules any basis from such fear and then intimidates, coerces and threatens, all by indirection.

The FCC, by a gradual process, has built up the wholly fallacious theory that Congress gave it power to do something more than regulate the physical aspects of radio. It doesn't want Congress to define or redefine its views. The FCC wants to stand on the Supreme Court opinion in the network cases. But that same Supreme Court told radio to go to Congress for relief. That's what it's doing.

By sheer force of logic and right, radio witnesses who have testified, have built a fool-proof case. So far there are two vacant witness chairs. Blue and Mutual have elected not to testify, though invited. They probably have their reasons. Their absence is noticed, commented upon. This is an all-inclusive hearing, involving the very future of radio, which itself is the embodiment of freedom of expression. All networks, we think, should feel free to express themselves.

Whether the legislation to be written will be good or bad remains to be seen. It probably will be a composite of both. But one thing is certain: Congress is going to write the rules of the game.

First With the News

MILLIONS of listeners throughout the world listened attentatively at 1 p.m. (EWT) Monday, Dec. 6, 1943, to first official word of the Roosevelt-Churchill-Stalin conference in Teheran. Many had heard or read about that historic meeting through European sources, including Berlin radio, but here was the *first* official word.

That hour of 1 p.m. (EWT) on Dec. 6, 1943, will go down as a demonstration of the dissemination of news by the greatest medium of mass communication. Traveling with the speed of light were the authentic and studied comments of radio men trained in the art of telling the world what had happened and what place the events would take in history. Again radio filled the role of first in the narrator of transcendental events.

OWI's Topside

ALMOST from its beginning the Office of War Information has navigated in hot water politically. The very nature of its work has made it susceptible to partisan haggling.

Yet it is significant that radio, save for a few minor brushes, has never quarrelled with the Government war information agency. The reverse has been true.

That's because OWI has been fortunate enough to get top-ranking men from private life who, at personal sacrifice, have taken over assignments in Washington. Gardner (Mike) Cowles, as head of the Domestic Division, brought to the post an appreciation of newspapers and radio, acquired from practical experience. His successor, Palmer Hoyt, who is about to return to his post as editor and publisher of the *Portland Oregonian*, had a somewhat parallel background. "Ep" Hoyt came to the job when OWI was in its toughest jam, and when its appropriations were stripped to the bone. His work has been more than good; it has been brilliant.

With Mr. Hoyt's departure, George W. Healy Jr., managing editor of the *Times-Picayune* in New Orleans, takes over. He has no radio background or experience. But he does rank as one of the country's top news men.

From the radio standpoint, OWI still lands right-side up. Edward Klauber, former executive vice-president of CBS, has taken over as associate director and second in command to Elmer Davis. All radio activities will fall under his supervision. Ed Klauber knows radio as do few men in public life or in the industry. He knows news by virtue of long and distinguished service as city editor of the *New York times*. His is an ideal appointment.

Our Respects To -

WILLIAM CALLOWAY GRANT

TODAY the mahogany panel over the Grant Advertising offices, which view Chicago's lake front, reads: DALLAS CHICAGO NEW YORK MEXICO CITY MONTEREY RIO DE JANEIRO SAO PAULO BUENOS AIRES.

London will soon be added to that panel, as well as anticipated sites in Canada, and in South Africa and India following international hostilities. All this stems from the first office opened in Dallas back in 1936.

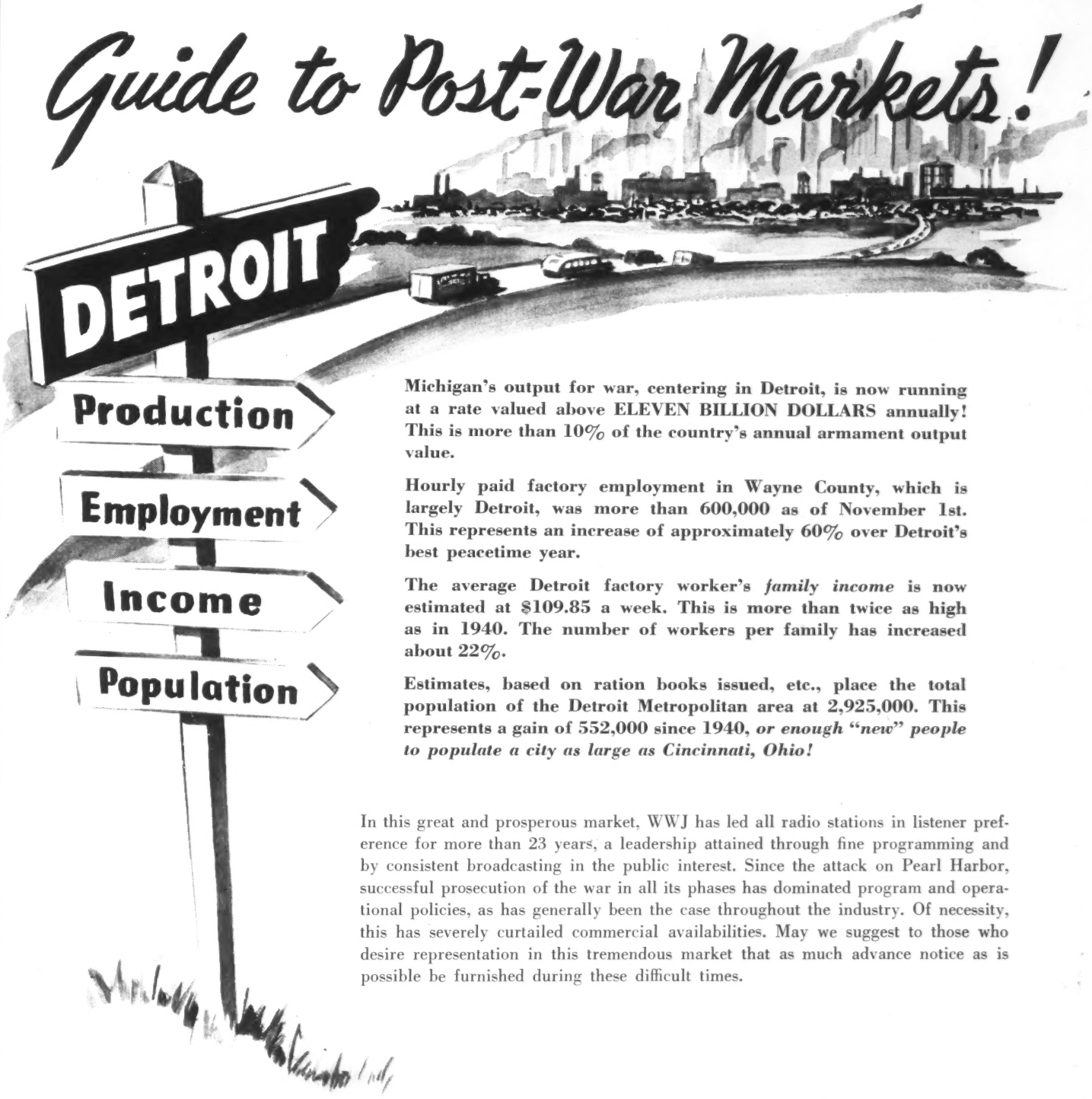
Titan of the advertising business at 37, Will Grant began early to earn money and learn the ways of the Medes and the Persians. At the age of 10 he became associated with a barn-storming aerial photographer, the results of which he sold by the hundreds to amazed Dallas citizens who had never before looked down on themselves. In his senior year at Oak Cliff high school, Dallas, Grant staged a senior class carnival to raise money for a bust as the class' gift to the school with a result still remembered by the school authorities as embarrassingly beneficial. The proceeds of the Grant-guided carnival could have bought a Cellini original.

As an undergraduate of So. Methodist U., Grant's endeavors reached a legendary peak for student astuteness when he sold space in one edition of the college paper which netted him a $1,000 profit. Although the school banned the special edition as too vulnerable for energetic scholars, it proved to Will Grant that advertising as a business was not only to be his meat and potatoes, but also his gravy. As for the 99 other colleges that put him through school, they were part of his organized bulletin board service.

After attending SMU between 1924-1925, Grant entered the law college at Texas U., but jurisprudence soon looked dull, so in the depth of the depression Grant sold his collegiate advertising business for $7,000 and joined R. R. Donnelly & Sons, Chicago, to learn about large operations. After a spell with them, and a sojourn with the W. F. Hall Co., Chicago, Grant opened his first office. From this Dallas office he took in only $9,000 worth of advertising the first year, but he was soon to get his first big account, the Vannette Hosiery Co., Dallas. In the successive years, 1936-37-38, Grant Advertising's billings jumped, first to $40,000, then $87,000, and finally after opening his Chicago office, to $200,000. This year his billing is more apt to be around the ten million mark. Not long ago

(*Continued on page 36*)

Guide to Post-War Markets!



Michigan's output for war, centering in Detroit, is now running at a rate valued above ELEVEN BILLION DOLLARS annually! This is more than 10% of the country's annual armament output value.

Hourly paid factory employment in Wayne County, which is largely Detroit, was more than 600,000 as of November 1st. This represents an increase of approximately 60% over Detroit's best peacetime year.

The average Detroit factory worker's *family income* is now estimated at $109.85 a week. This is more than twice as high as in 1940. The number of workers per family has increased about 22%.

Estimates, based on ration books issued, etc., place the total population of the Detroit Metropolitan area at 2,925,000. This represents a gain of 552,000 since 1940, *or enough "new" people to populate a city as large as Cincinnati, Ohio!*

In this great and prosperous market, WWJ has led all radio stations in listener preference for more than 23 years, a leadership attained through fine programming and by consistent broadcasting in the public interest. Since the attack on Pearl Harbor, successful prosecution of the war in all its phases has dominated program and operational policies, as has generally been the case throughout the industry. Of necessity, this has severely curtailed commercial availabilities. May we suggest to those who desire representation in this tremendous market that as much advance notice as is possible be furnished during these difficult times.

WWJ

America's Pioneer Broadcasting Station — First in Detroit

Owned and Operated by The Detroit News

National Representatives

THE GEORGE P. HOLLINGBERY COMPANY

NBC Basic Network

Associate FM Station WENA

THERE'S NOT ANOTHER LIKE IT!

WTIC 50,000 WATTS

DIRECT ROUTE TO AMERICA'S No. 1 MARKET
The Travelers Broadcasting Service Corporation
Member of NBC and New England Regional Network
Represented by: WEED & COMPANY
New York, Boston, Chicago, Detroit, San Francisco and Hollywood

WWL
NEW ORLEANS
50,000 WATTS
The Greatest Selling POWER in the South's Greatest City
CBS Affiliate
Nat'l Rep. - The Katz Agency Inc.

20 Years
OF LEADERSHIP
590 K.C.
BASIC NBC
5000 WATTS
OMAHA+
333 COUNTIES
JOHN J. GILLIN, JR. PRES
JOHN BLAIR & CO., REP

Please rush your 1944 YEAR-BOOK Advertisement to the Washington office today!
Thank You.

Our Respects to

(*Continued from page 34*)

envious competitors whispered that Grant's success was due to a practice considered unethical in the trade—that of turning back part of the commission to obtain contracts. Grant's retort: an audit of the books back to the day when Grant obtained his first advertising order. Typically, he suggested that every agency do the same.

In appearance Grant belies his actions. Yet beneath his quiet manner there seems to lie simmering a volcanic reserve of energy. Those closest to him always point out as Grant's forte his ability to delve into a problem with such absorption that time is forgotten. He works on hour after hour, disregarding meals and sleep until every question has been answered. One of his nearest friends, Claude Miller, attorney for the firm and boyhood friend, tells of a Chaucer course they were taking at SMU. Outside business had kept Grant from attending classes and the professor told him two days before the final examination there was no chance of his getting a passing grade. Because it was a challenge, Grant stayed awake some 90 hours studying Chaucer, took the exam and got an excellent grade.

Will Grant doesn't like to talk about himself. When being interviewed he will refer to his staff members, his "flying wedge" and his loyal office employes, pointing out that it was their skill that was responsible for this or that achievement. A fellow Texan, John C. Morrow, formerly advertising manager of the *Dallas Dispatch*, is executive vice-president of the firm and heads the New York office. Other important figures are David H. Echols, who is chief of the Grant South American company; Lloyd G. "Bucky" Harris, radio director; Howard A. Jones, a vice-president in the Chicago office; and E. Austin Byrne, a New York office vice-president. All members of the "flying wedge," they converge in one place to solve a problem, then, usually by air, move to the next obstacle to be pushed over. Research by the firm is totalitarian—every one from office boy to Grant himself, personally attacks a given problem. Neighbors, friends and strangers are queried, tests are made at home, in the office and on the bus. Finally a solution or a brand name or a slogan is found that will get the account for Grant Advertising. Such teamwork is as much the result of the players seeing the score run up as it is the bonus they get every time a new account is landed.

Among the lush accounts employes have enjoyed bonuses for, are: Cudahy Packing Co., Chicago (Old Dutch Cleanser); Mars, Inc., Chicago (candy); American Chicle Co., New York (Beeman's gum); J. A. Folger & Co., Kansas City, Mo. (coffee), and in Mexico, Pan American Airways, Canada Dry, Vick Chemical, Socony-Vacuum and General Motors. There are over 80 other accounts handled by the company.

Somehow Will Grant finds time for home activities too. Sporadically he will play golf, but he prefers badminton and really enjoys chess.

In the complete workshop in his Winnetka, Ill., home he turns out toys for his children, Connie, 10, Roberta, 7, Carole, 2. The baby, William Robert, was born in August, 1943. Another Grant hobby, closely allied with his future plans, is his television set, one he has owned several years. At one time he flew his own plane. That was after learning to fly a certain model so he could publicize it. He turned the plane back one day, refusing the account because he felt the model was unreliable. A test pilot took the plane up to prove Grant wrong. The pilot was killed in the attempt.

As practical as he is visionary, Will Grant is making a Grant-improved "coordinate transformer" for the Navy, which uses it to get quick readings on latitude and longitude. The gadget is just as pragmatic as Grant's own office-wall map with its dated entry-pins stuck into positions on every part of the globe. That radio has played a major part in the making of Will Grant is no trade secret.

Personal NOTES

MORRIS (Chick) MILLER, attorney with the law firm of Dempsey & Koplovitz, Washington, has been commissioned lieutenant (s.g.) U. S. Coast Guard. He is assigned to Washington headquarters under Lt. Comdr. William C. Koplovitz, partner in the law firm.

MARTIN MUNDORF, formerly manager of the classified promotion department of the *San Francisco Examiner*, has joined the sales staff of KGO San Francisco.

HARTLEY SAMUELS, former sales promotion manager of WOV New York, on Dec. 13 joins WHN New York, in the same capacity. He replaces Herb Chason, who resigned recently to take up partnership of the Surety Adv. Co., New York.

JEROME B. HARRISON, senior account executive of WABC New York, has been commissioned a lieutenant (j.g.) in the Navy and reports for duty at Princeton U. Dec. 15.

F. M. RUSSELL, NBC vice-president in Washington, and Mrs. Russell, left last Tuesday for Pinehurst, N. C., for a brief vacation. Mr. Russell recently recovered from an attack of pneumonia and is expected to be away from his office for another two or three weeks.

HORACE L. LOHNES, Washington radio attorney and president of the Federal Communications Bar Assn., is at his home in Vienna, Va., recovering from a virus pneumonia attack contracted in New York a fortnight ago.

JOSEPH MATHERS, formerly of WTHT Hartford, has joined the sales staff of WICC Bridgeport.

COSBY NAMED WINS GENERAL MANAGER

CLARENCE G. COSBY, formerly of KXOK St. Louis, today joins the Hearst Radio Inc. organization as general manager of WINS New York. Prior to his connection with KXOK, Mr. Cosby was manager of KWK St. Louis.

Mr. Cosby

Hearst Radio Inc. also announces the reorganization of the WINS sales department, naming J. Trevor Adams Jr., who has been with the station for several years, as sales manager.

Jerome M. Layton, previously advertising manager of Crawford Clothes, and W. H. Losee, formerly with the Branham Co., have joined the WINS sales staff.

Announcements of the changes came from E. M. Stoer, general manager of Hearst Radio Inc.

PIERRE WEISS, salesman of Lang-Worth Feature Programs Inc., New York, has been inducted into the Army, and goes to camp Dec. 23. A captain in the French Army at the outset of the present war, he was captured by the Germans. He escaped and later came to this country.

ROGER W. CLIPP, executive vice-president and general manager of WFIL Philadelphia, has been named chairman of events for the local United War Chest campaign.

ROBERT M. MENAUGH, superintendent of the House Radio Gallery on leave with the Army, last week was promoted from first lieutenant to captain. He is in the Army Public Relations Bureau, Washington, under Lt. Col. Albert Warner, former CBS commentator.

WILLIAM C. KOPLOVITZ, partner in the law firm of Dempsey & Koplovitz, has been promoted from lieutenant (s.g.) to lieutenant commander, U. S. Coast Guard, Washington. He is in the legal branch.

A. D. WILLARD Jr., general manager of WBT Charlotte, N. C., has accepted the chairmanship of Christmas entertainment for the three to six thousand service men and women who will be the guests of Charlotte citizenry at a mammoth Christmas canteen party.

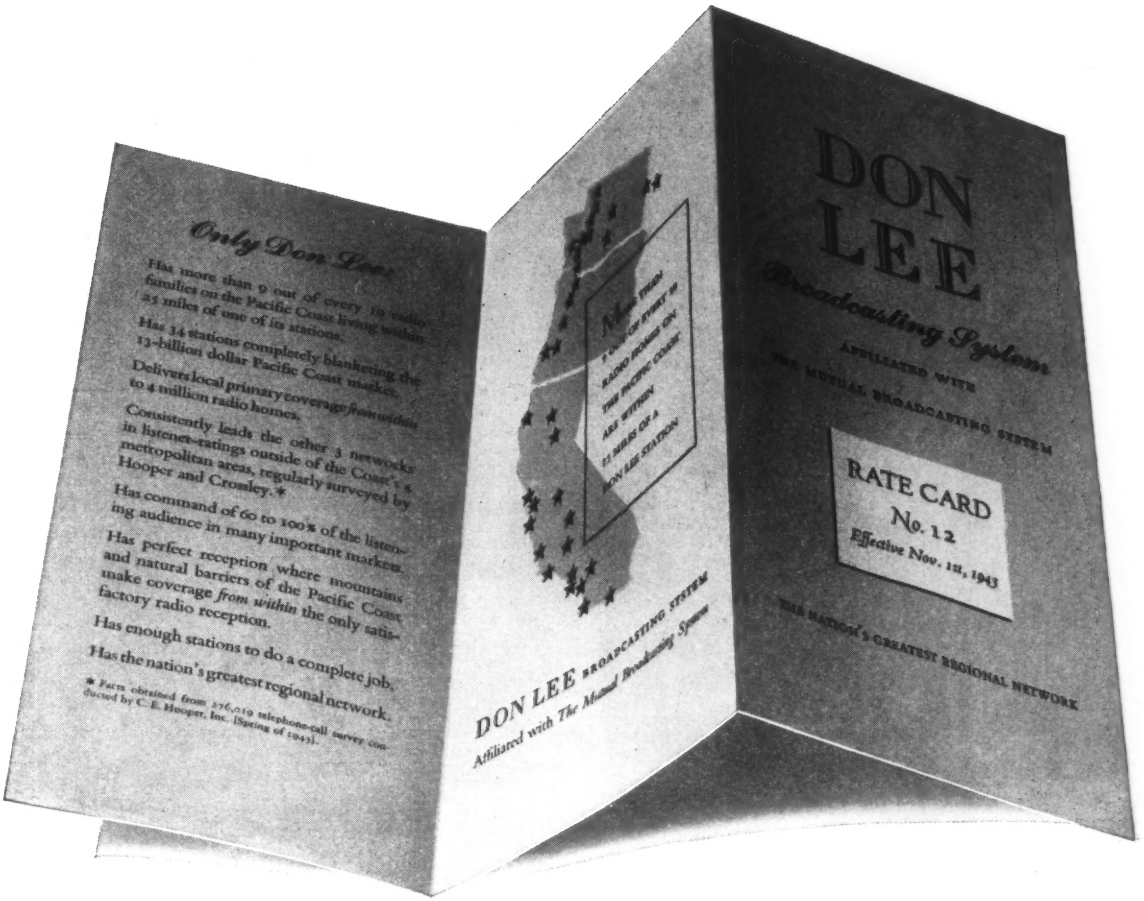
ROLAND R. DAVIS, with Westinghouse Elec. & Mfg. Co. for the past 36 years and assistant to the general advertising manager, has been awarded the Order of Merit, highest honor the company gives to employes.

Condon Returns to WGAR

MAURICE J. CONDON has been appointed assistant sales manager in charge of local sales for WGAR Cleveland, according to John F. Patt, WGAR vice-president and general manager. Mr. Condon is a WGAR veteran, having left the station in January, 1943 to serve with the Army Air Corps Intelligence at the Army Air Force School of Applied Tactics, Orlando, Fla. He recently received his medical discharge from the service. His former position with the station was promotion and publicity director.

Mr. Condon

XUM


Only Don Lee
Has more than 9 out of every 10 radio families on the Pacific Coast living within 25 miles of one of its stations.
Has 34 stations completely blanketing the 13-billion dollar Pacific Coast market.
Delivers local primary coverage from within to 4 million radio homes.
Consistently leads the other 3 networks in listener-ratings outside of the Coast's 6 metropolitan areas, regularly surveyed by Hooper and Crossley.*
Has command of 60 to 100% of the listening audience in many important markets.
Has perfect reception where mountains and natural barriers of the Pacific Coast make coverage from within the only satisfactory radio reception.
Has enough stations to do a complete job.
Has the nation's greatest regional network.
* Facts obtained from 276,019 telephone-call survey conducted by C. E. Hooper, Inc. (Spring of 1943).
DON LEE BROADCASTING SYSTEM
Affiliated with The Mutual Broadcasting System
DON LEE
Broadcasting System
AFFILIATED WITH THE MUTUAL BROADCASTING SYSTEM
RATE CARD
No. 12
Effective Nov. 1st, 1943
THE NATION'S GREATEST REGIONAL NETWORK

Passport to the Pacific Coast

The term "passport" is not used loosely here. This is Don Lee's new rate card and it's your passport to the radio homes on the Pacific Coast . . . in fact *you can't get in all the Pacific Coast radio homes without Don Lee.* A recent Hooper radio survey (the largest ever made on the Pacific Coast) proves it conclusively. The mountains (5,000 to 15,000 feet high) form a natural barrier to all *long range* broadcasting. Only Don Lee provides *local primary coverage* because more than 9 out of every 10 Pacific Coast radio families live within 25 miles of a Don Lee station. More than half of the retail sales, on the Pacific Coast, are made *outside* of the counties in which the regularly Hooper rated cities are located.* In many of these markets Don Lee commands from 60 to 100% of the total tune-in.

**Sales Management Survey of Buying Power, May 10, 1943*

Mutual
DON LEE

THOMAS S. LEE, President
LEWIS ALLEN WEISS, Vice-Pres., General Mgr.
5515 MELROSE AVE., HOLLYWOOD 38, CALIF.
Represented Nationally by John Blair & Co.

THE NATION'S GREATEST REGIONAL NETWORK

WDRC

CONNECTICUT'S PIONEER BROADCASTER

RETAIL SALES UP Again in January

A predicted increase, according to Sales Management, of 11% over last January's record high in Hartford. Connect in Connecticut by using WDRC! Hartford is the center of the rich WDRC market, delivered to all advertisers at one low rate!

CBS

If you buy or plan advertising for Iowa, you need

THE 1943 IOWA RADIO AUDIENCE SURVEY

gives you detailed analysis of "listening areas" of every Iowa station, programs that appeal to urban, village, and farm families, and listening habits. Illustrated with pictographs for quick and easy reading. You can get a copy free by writing to

CENTRAL BROADCASTING CO.
912 Walnut St., Des Moines, Iowa

To reserve space in the 1944 YEARBOOK, please wire collect today. Regular rates and Sizes Prevail.

BEHIND the MIKE

RUSS MARION, recently honorably discharged from the Army, has joined the announcing staff of WKRC Cincinnati. He formerly was chief announcer of WAIR Winston-Salem, N. C.

ROY ROWAN, formerly with WKBW-WGR Buffalo, and previously with WKZO Kalamazoo, Mich., has joined the announcing staff of WGN Chicago.

BILL BARRETT, member of the music library staff of the NBC Central Division, will be inducted into the Army Dec. 22.

ROLAND REICHERT, member of the communications department, NBC Central Division, has been promoted to night traffic supervisor, succeeding Ken Christiansen, resigned.

JOE NOVETSKY has left the news room staff of WCAU Philadelphia to join the editorial staff of the *Catholic Standard & Times*, Philadelphia.

FRANKLIN EVANS, announcer of KYW Philadelphia, is the father of a boy.

PAUL DUPUIS, war correspondent with the French section of the Overseas Unit of CBC, was recently in Montreal on a brief furlough.

RAY MICHAEL and John Bradford, formerly on the staff of WMAL Washington, are now in the Army and Navy respectively. Bernard Bennett, formerly chief announcer of WBTA Batavia, N. Y., recently honorably discharged from the Army, has joined the WMAL announcing staff.

TOM McCLOWERY has joined the staff of WAKR Akron as local news editor. He was formerly with WADC Akron, WJW Akron and WHBC Canton.

MOREY SHARP has joined the announcing staff of KLZ Denver.

SGT. RALPH S. DURKIN, formerly known as Harry Douglas while associated with KMBC Kansas City, is now managing an Armed Forces radio station for the Army. Staff of the station now includes Robert E. Hamilton, formerly of Delco Radio, Kokomo, Ind., as chief engineer assisted by Carroll Saunders, Los Angeles, now in the Signal Corp.; Daniel L. Carbornaro, former WFBL Syracuse announcer, as chief announcer; and Corp. Danny McCormick, former nightclub entertainer, in charge of live talent shows.

RAY FOURNIVAL, formerly of FM station KALW San Francisco, has joined the announcing staff of KROW Oakland, Cal.

GERALD COCK, BBC's Pacific Coast representative, arrived in New York last week, enroute to London. Robert Burns, director of BBC monitoring services, has arrived for a visit in this country.

ROGER WAYNE, production director of WLIB Brooklyn, reported for service in the Navy, Dec. 7.

GRACE McCULLEN, formerly of WCAU Philadelphia, has joined the program department of KYW Philadelphia.

CHRIS McDONALD, medically discharged from the Army and previously an announcer of WIP Philadelphia, has joined WPEN Philadelphia, as FM announcer.

DWIGHT B. HERRICK, assistant to the manager of NBC's public service department, has been named acting manager of guest relations, replacing Ted Thompson, now in military service. John D. Wahlstrom, assistant manager of guest relations, was named acting executive assistant manager.

PATTI OBZINA, new to radio, has joined the promotion and program department of WMPS Memphis.

JOHN M. WHITNEY, program director of KFDM Beaumont, Tex., has been inducted into the Army. He is succeeded by B. R. Patterson.

SCOTT KECK and Fred Rawlings, formerly with the BLUE New York, have joined the announcing staff of WCAE Pittsburgh.

RHODA OTIS, previously publicity and promotion director of WCOA Pensacola, Fla., has joined WPEN Philadelphia in a similar capacity.

RUTH FOSTERLING replaces Harriet Miller as continuity editor of WTOP Washington. Harold Walters, formerly 1st, musician in the Navy Band, has been named musical director.

J. B. CLARK, Charlotte, N. C., announcer, has been reappointed state radio chairman for the President's Birthday Celebration in behalf of the Nation Foundation for Infantile Paralysis.

TED HALLOCK, formerly sound man and announcer of KGW-KEX Portland, Ore., recently won his bride and wings the same week. He is now a Lt. bombardier, on duty overseas.

FRANCED KIERAN, has returned to the announcing staff of WHBQ Memphis.

STANLEY BRILLER, announcer at WELI New Haven, has been inducted into the Army. He is replaced by Ken Carter, honorably discharged from the Army.

LT. HAZEL KENYON MARKEL, of the Radio Section, Navy Bureau of Public Relations, was a guest of honor Dec. 8 at the dinner of the Detroit Women's Principals Club. She formerly was educational director of KIRO Seattle.

ROY MALONE has joined the announcing staff of CKRC Winnipeg, coming from CKCK Regina.

LARRY McCANCE, former announcer of CJOR Vancouver, now in the Royal Canadian Air Force, recently became the father of a girl.

ROBERT PHILLIPS recently joined the announcing staff of KIRO Seattle.

CAROL DAVIS, of NBC Hollywood publicity staff, has been transferred to the network's New York office.

BILL HOLMES, with honorable discharge from U. S. Army, has joined BLUE Hollywood news writing staff.

EARL WILLIAMSON, former program director of KFAB Lincoln, Neb., is now manager of the station. Bill MacDonald is new program director.

TREV CABINESS, formerly of KIEV Glendale, Cal., has joined KMPC Beverly Hills as night news editor and newscaster.

THOMAS OWEN MORRIS has joined CBS Hollywood as copywriter.

DONALD WOODS, featured in weekly NBC *Those We Love*, has been appointed U. S. Citizens War Service Corp. volunteer director for West Los Angeles area.

HARRY KOPLAN, formerly announcer of KLX Oakland, has joined KGFJ Los Angeles as continuity writer and publicity director.

KEN CARPENTER, announcer of NBC Hollywood, has resigned to freelance.

HENRY J. TAYLOR, author and commentator, on leave from the BLUE to make an overseas survey tour, has joined Scripps-Howard Newspapers. He will be heard from time to time on the BLUE.

AL REID, announcer of WBYN Brooklyn, is the father of a boy.

WILLIAM FIFIELD, freelance writer, has joined KNX Hollywood continuity staff.

Stapp to OWI

JACK STAPP, for the past five years program manager of WSM Nashville, left Dec. 9 to join the overseas branch of the OWI as a radio executive. A program director at the age of 16, he joined CBS New York as a producer at 21 and in three years had become assistant production manager for the network.

STEWART PHILLIPS, former program and commercial manager of WTBO Cumberland, Md., is filling in as announcer at WJPA Washington, Pa., while awaiting his entry into the Army after Jan. 1.

LOUIS H. EDMONDSON, formerly of Eaton and Dublin, now associated with KSD St. Louis, has been named acting assistant professor in the Henry W. Grady School of Journalism, U. of Georgia.

T. C. T'ANG of the Central News of China, last week established a New York office in the Daily News Bldg. Other bureau is in Washington, headed by David Lu.

RICHARD STARK, announcer for Ivory soap programs has resigned effective Dec. 31, to devote time to his own company, G-S Radio Productions, New York.

FRANCES WHITE, continuity editor of KOY Phoenix, has resigned to join her husband currently stationed near Albuquerque. Steve Allen temporarily assumed her former duties. Daisy Johnson, new to radio, has joined the station's continuity department.

ERNEST DUQUE, new to radio, has joined KTMS Santa Barbara, Cal., as announcer.

TED MYERS has been assigned announcer of weekly half-hour *Bulldog Drummond* on 16 Don Lee California stations.

FRANK BULL, Hollywood announcer, has taken over Red Barber's assignment on weekly CBS *Everybody's Inn*, during West Coast origination of that show.

MAJ. GEN. PAUL B. MALONE, retired, is substituting for Gen. David Prescott Barrows, retired, while the latter is taking a month's leave of absence from his thice-weekly news commentary spot over KFRC and the Don Lee Broadcasting System.

CY WAGNER, publicity director of WLS Chicago, and formerly a member of the publicity staff of WGN Chicago, will assume new duties as Chicago radio editor of *Billboard* magazine, Jan. 1.

ETHEL DAVIS, wife of Bernard Schoenfeld, Hollywood radio-film writer, has resigned as vice-president of WINX Washington to make her home on the West Coast.

BRITISH COLUMBIA LAND OF OPPORTUNITY

First With Local Business, Too

CJOR

VANCOUVER CANADA
J H McGILLVRA (U.S.)
H N STOVIN (CANADA)

NOW MORE THAN EVER

Bob Hope Leads Comedians, CBS Rates Best War Job in Poll of Radio Editors

FOR the third year, Bob Hope has been chosen "Champion of Champions" in *Motion Picture Daily's* annual poll of radio editors and columnists in the the United States and Canada. Jack Benny and Bing Crosby ranked second and third, according to a final tabulation of the eighth yearly poll.

Best war coverage job, last year credited to CBS' Cecil Brown, goes to the network itself, in recognition of Paul White's direction of news activities.

Results in all classifications, in order of popularity, follow:

CHAMPION OF CHAMPIONS—Bob Hope, NBC; Jack Benny, NBC; Bing Crosby, NBC.

COMEDIANS—Bob Hope, NBC; Jack Benny, NBC; Fred Allen, CBS.

COMEDY TEAMS—Fibber McGee & Molly, NBC; Burns & Allen, CBS; Abbott & Costello, NBC.

FILM PLAYERS ON AIR—Don Ameche, BLUE; Lionel Barrymore, CBS; Bing Crosby, NBC.

MALE VOCALIST (popular)—Bing Crosby, NBC; Frank Sinatra, CBS; *Dennis Day, NBC; *Dick Haymes, CBS.

MOST PROMISING STAR OF TOMORROW—Dick Haymes, CBS; Garry Moore, CBS; Jack Douglas, BLUE.

COMEDIENNES—Joan Davis, NBC; Fanny Brice, NBC; Gracie Allen, CBS.

MASTER OF CEREMONIES—Bing Crosby, NBC; Don Ameche, BLUE; Milton J. Cross, BLUE.

MALE VOCALIST (classical)—John Charles Thomas, NBC; Richard Crooks, NBC; James Melton, CBS.

STUDIO ANNOUNCERS—Don Wilson, NBC; Milton J. Cross, BLUE; *Ken Carpenter, NBC; *Harry von Zell, NBC.

FEMALE VOCALIST (popular)—Dinah Shore, CBS; Kate Smith, CBS; Ginny Simms, NBC.

COMMENTATORS — Raymond Gram Swing, BLUE; H. V. Kaltenborn, NBC; Fulton Lewis jr., Mutual.

SPORTS ANNOUNCERS—Bill Stern, NBC; Red Barber, Mutual; Ted Husing, CBS.

SYMPHONIC CONDUCTORS — Arturo Toscanini, NBC; Frank Black, NBC; Leopold Stokowski, NBC.

DANCE BANDS (sweet)—Guy Lombardo, CBS; Fred Waring, NBC; Sammy Kaye, CBS.

MORNING PROGRAMS—Breakfast Club, BLUE; Breakfast at Sardi's, BLUE; Hollywood Theater of Air, NBC.

DRAMATIC SERIES (Same cast and characters)—One Man's Family, NBC; The Aldrich Family, NBC; Mr. District Attorney, NBC.

DRAMATIC PROGRAMS (different plays)—Radio Theater, CBS; Screen Guild Players, CBS; Cavalcade of America, NBC.

COMEDY SHOWS—Bob Hope, NBC; Jack Benny, NBC; Fibber McGee & Molly, NBC.

MUSICAL SHOWS—Andre Kostelanetz, CBS; Album of Familiar Music, NBC; Hour of Charm, NBC.

FEMALE VOCALIST (classical)—Gladys Swarthout, CBS; Lily Pons, Marian Anderson.

NEWSCASTERS — Lowell Thomas, BLUE; Walter Winchell, BLUE; George Putnam, NBC.

WOMEN COMMENTATORS — Dorothy Thompson, BLUE; Kate Smith, CBS; Sheelah Carter, Mutual.

SYMPHONIC ORCHESTRAS — New York Philharmonic, CBS; NBC Symphony, NBC; Boston Symphony, BLUE.

DANCE BANDS (swing)—Harry James, CBS; Tommy Dorsey, Benny Goodman.

DAYTIME SERIALS—Vic and Sade, NBC; The Goldbergs, CBS; Life Can Be Beautiful, CBS.

VARIETY PROGRAMS—Kraft Music Hall, NBC; What's New, BLUE; Kate Smith Hour, CBS.

PROGRAMS FOR CHILDREN—Let's Pretend, CBS; Lone Ranger, BLUE; Coast to Coast on a Bus, BLUE.

QUIZ SHOWS—Information Please, NBC; Truth or Consequence, NBC; Quiz Kids, BLUE.

EDUCATIONAL PROGRAMS — University of Chicago Roundtable, NBC; America's Town Meeting of the Air, BLUE; American School of the Air, CBS.

COMMERCIAL WAR PROGRAMS—Man Behind the Gun, CBS; Stage Door Canteen, CBS; Cavalcade of America, NBC.

NEWS JOB BY RADIO IN 1943—All Around War Coverage, CBS; All Around War Coverage, NBC.

GOVERNMENT WAR PROGRAMS—The Army Hour, NBC; Treasury Star Parade, This Is Our Enemy.

BEST PUBLICITY SERVICE TO EDITORS BY NETWORK—NBC, CBS, BLUE.

*Signifies tie.

RADIO IN THE SCHOOL

Appreciation Lags, Teacher Finds in Survey

RADIO APPRECIATION in the schools "lags far behind" motion picture appreciation, although radio "undoubtedly has the greater influence", according to an article in *The English Journal* on "Radio Appreciation: A Plea and a Program", by Samuel G. Gilburt, an English teacher in the Straus Junior High School, Brooklyn.

In Mr. Gilburt's survey of radio habits of 240 junior high school students, each listened an average of 4½ hours a day. "We must start educating the present generation now," says Mr. Gilburt, "to select and appreciate better programs . . . to demand unobtrusive and intelligent advertising. . . . What better educational instrument than radio can be found to explain to tomorrow's voters the aims, the issues, and the progress of this War of the Common People?"

Lt. McClintock Decorated

LT. WILLIAM F. McCLINTOCK, former page in NBC's guest relations, has received the Distinguished Flying Cross "for extraordinary achievement while participating in aerial flight in the European and North African theatres of operation". He had already received the Air Medal and nine Oak Clusters for participating in 50 combat missions. He served five months overseas and is now an instructor at the Midland, Tex., Army Air Field.

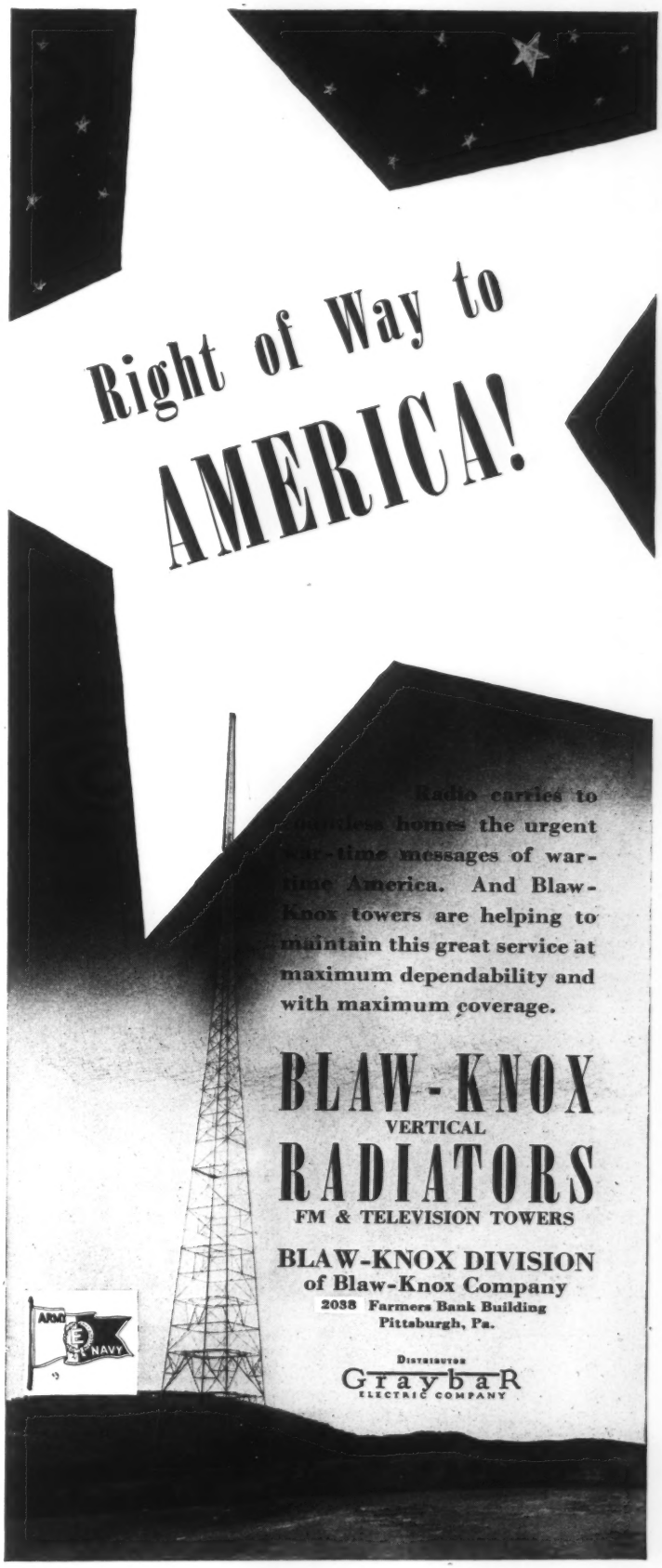
Correction

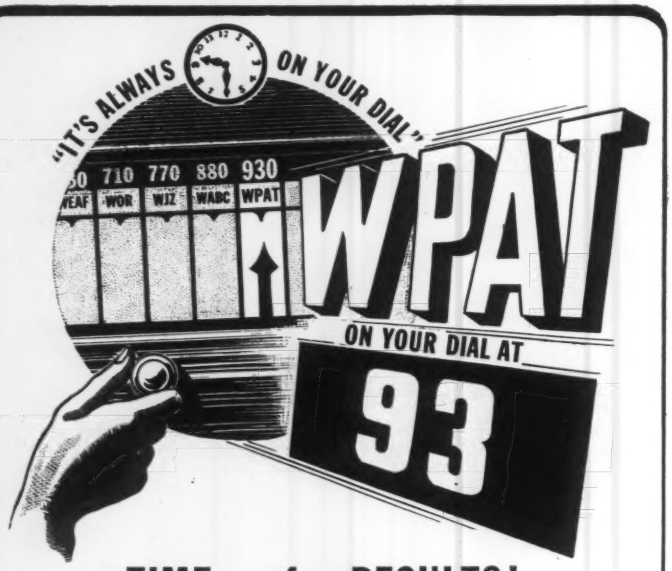
UNDER a picture of principal speakers on the WLS Chicago broadcast of *School Time* [BROADCASTING, Dec. 6], the name of the program conductor was given as Jerry Lester. It is Jerry Walker.

JOHN K. HUTCHENS, radio editor of the *New York Times*, and Benson Inge, publicity director of Ted Bates Inc., New York, have collaborated in writing "European Plan," a play depicting the impact of Fascism upon the life of a western farm home.

Well-Read Ad

A TWO-COLUMN advertisement of WDBJ, Roanoke, Va., was the second most-read ad in the Oct. 7 issue of the *Roanoke World-News*, according to Study No. 65 of the Continuing Study of Newspaper Reading, released last week by the Advertising Research Foundation. One of the series placed by CBS to promote listening to the network's sponsored programs, this ad was read by 36% of the men and 52% of the women. A Lucky Strike ad, stopping 60% of the men and 64% of the women, was the top ad in the issue.





TIME . . . for RESULTS!

No matter what time you buy on WPAT... you're buying audience! That's because we know that we never really sell time . . . *WE SELL RESULTS!*

Consistent advertising in important New York and New Jersey dailies assures WPAT advertisers of increasingly greater audiences.

Sell your clients WPAT . . . the fastest growing station in the Metropolitan area.

RADIO STATION **WPAT** PATERSON, NEW JERSEY • PARAMOUNT BLDG. NEW YORK

Speaking of peas in pods

How about WHIO and DAYTON?

There's a singular bond between WHIO and the Dayton area that constitutes its major market—a loyalty compounded of good shows both net and local—and outstanding civic service. It's hard to define, but *any* Daytonian will tell you it exists.

WHIO IS THE DAYTON MARKET

5000 WATTS • BASIC CBS • G. P. HOLLINGBERY CO., Representatives

HARRY E. CUMMINGS, Southeastern Representative

Agencies

EDWIN G. FOREMAN Jr., formerly associated with the John Pearson Co., Chicago, and previously head of the Foreman Co., Chicago, station representatives, has been named vice-president of the Al Paul Lefton Co., Chicago.

KEN JONES, account executive with Young & Rubicam in New York and Detroit, has resigned to join Roy S. Durstine Inc., as manager of the Cincinnati office.

LESTER S. ROUNDS has joined the staff of Benton & Bowles in an executive capacity. He was formerly with Arthur Kudner Inc., and Erwin, Wasey & Co.

E. W. THOMPSON, vice-president of Dickie-Raymond, Boston, has been named manager of the merchandising and direct advertising organization's New York office, replacing John H. Sweet, now a lieutenant in the Navy.

JOHN W. SHAW, recently returned from the Southwest Pacific, where he served as war correspondent for MBS, has joined Leo Burnett Co., Chicago, as account executive.

JOHN McMILLIN, vice-president in charge of radio of Compton Adv., New York, is leaving for the West Coast on Dec. 13 for a several weeks business trip to confer on shows originating there. Whila Wilson of Compton's west coast office, has been in New York on business and returns to the coast early this week.

SCHUYLER VAN DUYNE, previously with N. W. Ayer & Son, has joined the copy department of J. M. Mathes Inc., New York.

EDWIN H. KLAUS, formerly with Herald Adv., New York, has joined J. M. Hickerson Inc., New York, as account executive.

HERB SANFORD, who recently received a medical discharge from his position as a lieutenant in the Navy, has rejoined N. W. Ayer & Son, New York, and will resume his work in the radio production department.

RICHARD EARL SHARP, formerly copywriter and script supervisor with the Ralph H. Jones Co., Cincinnati, has joined the Cleveland office of McCann-Erickson, as copywriter.

DOROTHY W. ANDERSON, formerly of the New York Dress Institute, has joined Alfred J. Silberstein Inc., New York, as account executive.

IVEY & ELLINGTON New York office will be moved Jan. 2 from 155 E. 44th St. to 535 Fifth Ave.

JAMES P. DUFFY, former director of advertising and sales promotion of Jacob Ruppert Brewery, and advertising manager of the D. L. & W. Blue Coal Co., has joined Blackett-Sample-Hummert, New York, as assistant account executive on the American Home Products account.

JOHN BIRGE, formerly advertising manager of Warren Telechron Co., Boston, has joined J. M. Mathes Inc., New York, as an account executive.

FRANCES VELTHUYS, formerly timebuyer and assistant to the media director of Sherman & Marquette, Chicago, has joined the Chicago office of Sherman K. Ellis & Co., as space and timebuyer. She was previously with Morris-Schenker-Roth, and Pabst Sales Co.

JACK NEUMAN, freelancer, has joined the staff of Mays & Bennett Adv., Los Angeles, as script writer.

DAVID GREGGORY has resigned from the Hollywood staff of Earle Ferris Assoc., national publicity service, to join J. Walter Thompson Co. as writer assistant to Carroll Carroll on the NBC *Kraft Music Hall* and *Old Gold Show*.

Nelson to Storm

RAYMOND EVERETT NELSON has joined Charles M. Storm Co., New York advertising agency, as radio director. Mr. Nelson has been in radio and television for 19 years, during which time he has been with NBC, WEVD New York, WEBR Buffalo, where he originated all-night broadcasting. Since April he has been director of daytime programs and supervisor of television for WOR New York. He inaugurated and supervised the WOR-Mutual television project, with a weekly telecast on W2XWV.

Mr. Nelson

Behlke to F & P

HAROLD L. BEHLKE joins the New York office of Free & Peters Inc., station representatives, as account executive effective Jan. 1, according to word from H. Preston Peters, president of the firm. Mr. Behlke for the past 15 years has been with the advertising department of Meredith Publishing Co., Chicago, and previously with *Liberty* magazine and Flintkote Co. He is well known in the advertising profession.

Mr. Behlke

W G. Schoenhoff

WILLIAM G. SCHOENHOFF, 38, radio timebuyer of Arthur Kudner Inc., New York, and with the agency since 1935, died Dec. 3 in the Trudeau Sanitarium after a brief illness. His parents survive.

N. Y. AFRA Election

RESULTS of the elections for officers of the New York local of the American Federation of Radio Artists, to serve until next November, were announced last week as follows: William Adams, president; Alex McKee, first vice-president; Ben Grauer, second vice-president; Jay Jostyn, third vice-president; Evelyn MacGregor, fourth vice-president; Milton Cross, fifth vice-president. Anne Seymour was named recording secretary and Ned Wever, treasurer.

BILL LAWRENCE is withdrawing as Hollywood producer of Foote, Cone & Belding on the CBS *Jack Carson Show*, sponsored by Campbell Soup Co. He will devote full time to direction of CBS Screen Guild Players.

JUNE ROLLINSON, time buyer for Russel M. Seeds Co., Chicago, returned home from the hospital Dec. 2.

WILLIAM C. POHRTE, formerly in the printing business, and before that production chief of McJunkin Adv. Co., Chicago, has joined Henri, Hurst & McDonald, Inc., Chicago, as production chief.

HERMINE LUKACY, formerly of Foote, Cone & Belding, New York, has joined the Biow Co., New York, as assistant timebuyer to Bernard Procktor, radio director.

Nine Changes in Communications Law Urged by Trammell at Senate Hearing

NINE recommendations for amendment of the Communications Act of 1934, which would be encompassed in a "simple amendment" to halt "further Government encroachment on the rights of the broadcaster and the listener", were presented the Senate Interstate Commerce Committee last Wednesday by Niles Trammell, NBC president. In his concluding testimony, Mr. Trammell said he realized that because of war stress, it may be difficult at this time for Congress to undertake a complete revision of the Communications Act of 1934. The "temporary legislative step", he said, might be taken now, with the "comprehensive revision of the entire act" left for further deliberation.

Following are Mr. Trammell's specific recommendations:

1. Guarantee, by definite declaration, that radio broadcasting has full rights under the First Amendment to the Constitution.

2. Prohibit the licensing authority from exercising any business or program control of broadcast station operation.

3. Provide for long-term or permanent licenses, subject only to revocation for specified causes.

4. Provide that the license for a broadcasting station may be revoked only by Government suit in the Federal court where the station is located, with trial of the facts by jury; with the Government authorized to prosecute such complaints only for specified causes such as those now provided in the Communications Act.

5. Eliminate any right of the Commission to administer the anti-trust laws and eliminate the "death penalty" for a violation of those laws, so that licensees will be subject to the same penalties as any one else for violation of the anti-trust laws.

6. Separate the regulation of radio in the common carrier field from the regulation of broadcasting.

7. Provide that it be mandatory on the Government to issue experimental licenses and to encourage the development of new radio services.

8. Prohibit discrimination on the basis of occupation or business in the grant of licenses for broadcasting stations.

9. Adopt the recommendation of the Federal Communications Bar Assn. and the NAB for revision of the procedural sections of the law.

Studio Notes

WFOY St. Augustine, Fla., recently assisted in the location of three lost children. They were found as a result of an emergency call by the station for public help.

THREE MEN'S shops, a sporting club and a brewery have signed for the NBC transcribed series, *Through the Sport Glass With Sam Hayes*, according to the NBC Radio Recording Division. The 26-quarter-hour series has been taken by WPIC WSJS WBRE WTUC WKBH.

FRONTENAC BROADCASTING Co., Toronto, has obtained Canadian selling rights to *Those Good Old Days*, transcribed program of H. S. Goodman Productions, New York, which has already been started on CKY Winnipeg, CKX Brandon, and CKCK Regina.

PRESS ASSN. has acquired three new subscribers to its special AP radio wire: WKZO Kalamazoo; KWFC Hot Springs, Ark.; WIBC Indianapolis.

KCMO Kansas City will sign on at 5 a.m. to provide war workers, farmers and early risers with entertainment and news flashes. The station will continue to sign off at 1 a.m. which makes a full 20 hours of broadcasting daily.

CFCY Charlottetown, P.E.I., is now taking the radio news and feature service of Press News Limited, radio subsidiary of Canadian Press, it is announced by PN. This makes 33 stations now taking the service throughout Canada.

HORTICULTURIST followers of CBS *Garden Gate* program hailed its expansion Saturday, Dec. 4, to its former scope as a half-hour broadcast, 9:15-9:45 a.m. Program features Tom Williams as The Old Dirt Dobber, character originated nine years ago for a local program on WLAC Nashville. Printer by profession, Williams' hobby of flower-growing has made him the much-consulted authority of a nation-wide audience.

WFBL Syracuse reports on its fall CBS promotion activities in a folder containing information on the campaign and ad poster reproductions.

MUSIC licensing agreements between Associated Music Publishers and the following stations have been extended: WJAR WHAS WHDH WALB WBCM KJBS KECA WABY WKRC KDTH.

WFBG Altoona, Pa., has acquired the special AP radio wire from Press Assn.

ANNUAL MANAGERS' meeting of the Taylor-Pearson-Carson station operation organization and All-Canada Radio Facilities, station representation organization, was held at Calgary Dec. 13-14. Testimonial dinner was tendered Harold A. Carson, president of the two companies on the occasion of the tenth anniversary of his start in broadcasting. The companies now employ over 300.

SESAC contract of five years' duration has been signed by WWNC Asheville, according to Don S. Elias, executive director of the station, which has for some time been licensed by BMI, ASCAP and AMP, all being continued.

No Changes at WHAT

WILLIAM A. BANKS, salesman of WIP Philadelphia, who is awaiting FCC approval of his purchase of the part-time WHAT from the *Philadelphia Record* contemplates no change in the present management of the station. Planning to remain at WIP until assuming active control of WHAT, Mr. Banks has indicated that he will retain the present staff and that the only changes contemplated are physical. Present studios in the Public Ledger Building will eventually be abandoned for a more centrally-located site. The present transmitter site in the Philadelphia Hotel will be retained.

Olive Tablets Cited

OLIVE TABLET Co., Columbus, and Erwin, Wasey & Co., New York, distributor and advertising agency respectively for Dr. Edwards' Olive Tablets, are charged with false advertising in a complaint issued by the Federal Trade Commission.

SEVENTEEN years old in February, the Cities Service Concert is the oldest commercial network show on the air. Much of its success may be laid to the flexible formula that covers a vast middle spread of public taste. Programming ranges from popular songs to semi-classics. It includes, from time to time, non-musical features like the current Grantland Rice football series.

LUCILLE MANNERS, lovely star of the Cities Service Concert, is an important feature in the advertising plans of this great marketing organization. Of equal importance, however, are the 800,000 people who call at their service stations every Fall, for the Cities Service Football Guide offered on the show.

Some of the marketing activities of Cities Service and its subsidiaries would surprise you, unless of course, you too, read Printers' Ink. Here, for all advertising, marketing and sales management people to see and study, are recorded the plans and the programs of all prolific selling groups. It is one of the reasons why the executives who build, approve and spend the nation's advertising budget prefer Printers' Ink and why most media advertisers continue to buy P. I. . . . first!

We are gratified that within the Cities Service Organization, Printers' Ink has six subscriptions and at Foote, Cone & Belding, agency for Cities Service, Printers' Ink has twenty-six subscriptions.

Printers' Ink

THE WEEKLY MAGAZINE OF ADVERTISING, MANAGEMENT AND SALES

205 EAST 42nd STREET, NEW YORK 17, N. Y.

CHNS
THE KEY STATION OF THE MARITIMES
Is your first choice for broadcast results in Halifax and the Maritimes. Ask your local dealers.
or JOE WEED
350 Madison Ave.
New York

REACH New Heights IN THE MOUNTAIN STATE
CARRYING ALL CBS MAJOR PROGRAMS
KGVO
MISSOULA · MONTANA

First on New York's Dial...570
wmca
America's Leading Independent Station

WJR
Detroit
BASIC STATION COLUMBIA BROADCASTING SYSTEM

Radio Advertisers

JOHNSTONE Drug Sales Corp. in behalf of Buckley's Canadiol Cough Mixture is now sponsoring the AP radio feature *Between the Lines*, originating from WTIC Hartford and heard on the complete New England Regional network. Armand S. Weill Co., Buffalo, handles the account.

SUFFOLK FARMS, Revere, Mass., has appointed Hirshon-Garfield Inc., Boston, to handle advertising for packaged salad and spinach.

KERR'S BUTTER SCOTCH Inc., Jamesburg, N. J., on Jan. 8 starts three quarter-hour participations weekly in Martin Block's *Make Believe Ballroom* on WNEW New York for 26 weeks. Agency is Tracy-Locke-Dawson, New York.

NAPTEEN LABS., Syracuse, has named Flack Adv., Syracuse, as agency for Fabriklene and Napteen. Radio plans are said to be included.

GILLETTE SAFETY RAZOR Corp., Boston, on Dec. 6 started sponsorship of St. Nicholas Arena boxing bouts on WHN New York, Monday, 10-10:30 p.m. descriptions are handled by Don Dunphy, sportscaster. A regular feature of WHN, the bouts were sponsored several years by Adam hats. Gillette agency is Maxon Inc., New York.

MYER PRODUCTS Inc., New York, which introduced Myers 1890 Beverage on the air last fall with a six weekly news and music program on WMCA New York, has added WLIB Brooklyn, using a seven times weekly recorded musical program entitled *Remember This One* on a 52-week basis. Agency is Arthur Rosenberg Co., New York.

GRAYBAR ELECTRIC Co., New York, has named Charles W. Hoyt to handle advertising for Western Electric hearing aids. Media plans have not been announced.

A. C. HOFFMAN, head economist of the War Food Administration and formerly with the OPA food price division, becomes director of economic research of the Kraft Cheese Co., on Jan. 1.

FRUITATIVES PRODUCTS, Hull, Que. (proprietary) on Dec. 4 started *Double or Nothing* on CKCO CKWS CFRB CHML CFPL, Sat. 7:30-8 p.m. Agency: McConnell Eastman Co., Montreal.

WORLD WIDE GUM Co., Granby, Que. (Grand-B chewing gum), has started weather reports daily in French on CKAC Montreal. Account was placed by Canadian Adv. Agency, Montreal.

THOR-CANADIAN Co., Toronto (Washing machines), has started one minute transcribed spot announcements on eight Canadian stations. Account was placed by Frontenac Broadcasting Co., Toronto.

UCO Corp., Newark, a wholesale grocery house new to radio, has begun a spot campaign of live announcements on three stations in the New York area: WOR WNEW WAAT. UCO's first radio promotion is for coffee; other UCO products may be promoted later.

BETTER VISION Institute, New York, has appointed Cowan & Dengler, New York, to handle its advertising.

HINDU Co., Denver, has named Bob Betts Adv., Denver, as agency for its health course. Plans are said to be include radio.

Manson Named to Head Stromberg-Carlson Dept.

COORDINATING the Stromberg-Carlson Company's promotion and advertising program, a public relations department has been organized as an important step in post-war planning, Lloyd L. Spencer, vice-president and general sales manager, has announced.

Mr. Manson

Stanley H. Manson, sales promotion manager and executive secretary of the firm's labor-management committee, will head the new department, designed to plan for the "distribution of its products as widely and as efficiently as possible . . . using to the fullest advantage . . . newspapers, magazines, radio." F. Leo Granger succeeds Mr. Manson as radio service manager.

A. R. KELSO, formerly assistant general manager of U. S. Cartridge Co., St. Louis, has joined Rock-Ola Mfg. Corp., Chicago, as executive vice-president.

STEVENS HOTEL, Chicago, has named the Mitchell McKeown Organization, Chicago, to handle its publicity and public relations. Carl W. Harris, formerly director of publicity for J. Walter Thompson, Chicago, and John Tait Milliken, formerly associate financial editor of the *Chicago Sun*, recently joined McKeown.

WHITING STOKER Co., Chicago (stokers) has named W. W. Garrison & Co., Chicago, to handle its advertising. Local radio is being considered for 1944.

S. MINTZ has been made advertising manager of Electric Household Utilities Corp., Chicago.

LITTLE CROW MILLING Co., Warsaw, Ind. (poultry feeds), on Dec. 1 began sponsorship of a quarter-hour musical program, *Music As You Like It*, on WGN Chicago. Contract is for 13 weeks. Agency is Rogers & Smith Adv., Chicago.

SUN SHIPBUILDING Co., Chester, Pa., has expanded its use of radio on WFIL Philadelphia to attract new war works, adding *To Whom It May Concern*, disc series.

TEST CAMPAIGN for Richelieu Coffee starts on WMBD Peoria, Ill., Jan. 1. Contract placed through Duane Jones Co., New York, calls for a six-weekly quarter-hour musical program for 13 weeks. Product is one of the Richelieu line of the Sprague-Warner Division, of Sprague-Warner Kenny Corp., Chicago.

KUNGSHOLM BAKING Co., Chicago (ice box cookies), has named H. W. Kastor & Sons Adv. Co., Chicago, to place its copy. Radio is contemplated.

HARRIS SOAP Co., Buffalo, has named Bowman & Block, Buffalo, as agency. Plans for radio are said to be included.

MAGNAVOX Co., Fort Wayne, Ind., is sponsoring a weekly program from the Bunker Hill Naval Air Station, Peru, Ind., over WOWO Fort Wayne. Program is designed to illustrate the war effort interdependence of the armed forces and industry.

CENTAUR Co., Division of Sterling Drug Inc., has announced that Ruthrauff & Ryan are withdrawing as agency for Ironized Yeast and that henceforth the account will be handled by Pedlar & Ryan.

DR. ELLIS SALES Co., Pittsburgh, Pa. (hair set), began a five-minute transcribed program, *Take a Look in Your Mirror*, on WGN Chicago, Nov. 29. Contract is for five weeks. Agency is Smith-Taylor & Jenkins, Pittsburgh.

SIERRA MADRE WINERY, Brooklyn, on Dec. 5 started sponsoring Sir Gary, baritone, in a Sunday quarter-hour program on WMCA New York for Maison Garrie Wines. Firm is new to radio. Account is placed direct.

KELITE PRODUCTS, Los Angeles (Kenu cleanser), on Nov. 22 revised its twice-weekly quarter-hour commentary schedule on KHJ Hollywood to a weekly similar 15-minute period on 4 Don Lee California stations (KGB KVOE KFXM KHJ). Commentary continues to feature Harrison Wood. Agency is Little & Co., Los Angeles.

GOSPEL BROADCASTING Assn., Los Angeles (religious group), has extended contract expiration date of its weekly *Pilgrim Hour* on 19 Don Lee Pacific stations to Oct. 1, 1944. Agency is R. H. Alber Co., Los Angeles.

HELMS BAKERIES, Los Angeles (home delivery service), in a 13 week campaign which started Dec. 1 is using an approximate total of 110 live and transcribed announcements weekly on 8 Southern California stations. List includes KFI KECA KHJ KFWB KPAS KNX KFOX KIEV. Agency is Dana Jones Co., Los Angeles.

AVION Inc., Vernon, Cal. (plane parts mfgr.), in a campaign to recruit 500 additional workers, on Nov. 29 started using daily participation in combined *Sunrise* and *Housewives Protective League* on KNX; five and three per week respectively in *Norae Young's Happy Homes* and *Rise and Shine* on KHJ; three weekly in *Chuck Wagon* on KFI. Agency is Hixson-O'Donnell Adv., Los Angeles.

DAIRY ASSN., Lyndonville, Vt., on Nov. 29 began sponsorship of a series of five one-minute announcements weekly on WLS Chicago. Contract is for 13 weeks. Agency is Hays Adv., Burlington, Vt.

INNERCLEAN Co., Los Angeles (laxative), on Dec. 1 started for 26 weeks sponsoring a daily five-minute program on WIND Chicago. Agency is W. C. Jefferies Co., Los Angeles.

H. E. VAN PETTEN has been appointed manager of the advertising division of B. F. Goodrich Co., Akron. He has been in the rubber industry for the past 16 years.

On Dimes Committee

NEVILLE MILLER, president of the NAB, has been appointed chairman of the 1944 "March of Dimes" National Radio Division, according to Basil O'Conner, president of the National Foundation for Infantile Paralysis. Serving as co-chairmen are network presidents: Mark Woods, BLUE; William S. Paley, CBS; Miller McClintock, Mutual; Niles Trammell, NBC.

Singer's Talent Agency

IRENE BEASLEY, radio singer, writer and producer, will officially open her own radio production firm at 501 Madison Ave., New York, in December. Main function of the Irene Beasley Radio Production Service will be to service agencies on spot announcements, supply scripts, talent and production, and eventually offer package shows.

NETS TOGETHER ON TEHERAN NEWS

FOUR NETWORKS simultaneously released on the air the official communique on the Teheran conference and declaration at 1 p.m. Dec. 6, along with analyses and color reports from Cairo and other pickup points. Ray Dady announced the news on Mutual, and shortly after Leslie Nichols spoke from Cairo for that network. The BLUE came in on the 1 p.m. Baukhage program, and at 1:30 p.m. broadcast a special recording made earlier through contact with Henry T. Gorell, BLUE, and Kenneth Matthews, BBC, in Cairo.

NBC picked up Grant Parr and Chester Morrison from Cairo, and also carried analyses by Robert McCormick and Morgan Beatty from Washington, and Robert Magidoff from New York. The CBS correspondent in Cairo, James Fleming, spoke at 1 p.m., after which Quincy Howe and William L. Shirer broadcast from New York, and Bill Henry from Washington.

Loudon Joins WWL

ALBERT GORDEN LOUDON has been named agricultural director of WWL New Orleans. Mr. Loudon handled several radio programs from Louisiana State U., which he attended, and later was with WJBO Baton Rouge and KALB Alexandria, La. In 1942 he became assistant extension editor in radio for the Louisiana Agricultural Extension Service at Baton Rouge. Interested in the farm's use of radio, he organized the KALB *Farm Service* program to assist county and home agents in the use of radio for distributing agricultural information.

Mr. Loudon

Luxor Bath Test

TO PROMOTE its Turkish Baths, and other bath features, Luxor Hotel for men, in New York, last week started a six-times weekly five-minute morning program on WMCA New York. It may be placed on additional stations live or transcribed at a later date. Agency is Arthur Rosenberg Co., New York.

AP

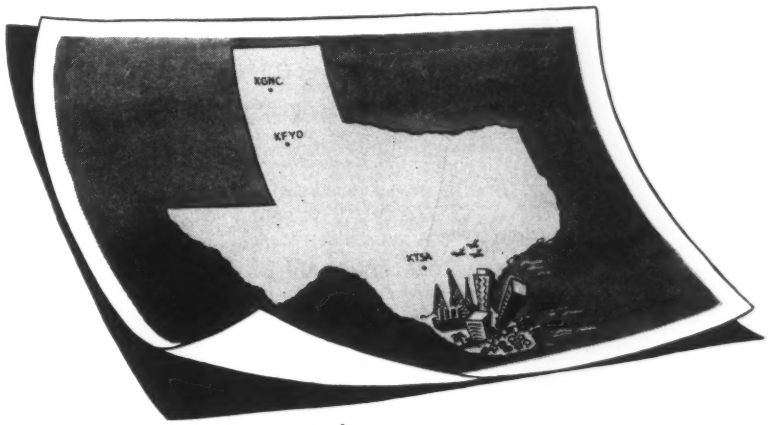
KSOO-KELO,
Sioux Falls, S. D.

". . . again may I say congratulations. Every day I become a little more sold on AP. Keep it up!"

Don C. Harvey,
Farm Service Director.

available through
PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N. Y.

91% of the 23,481 Radio Families!



KRGV *and the Lower Rio Grande Valley*

In this irrigated paradise, KRGV is synonymous with radio. And what a market it is! Being shipped this year, at record prices, are 75,000 cars of fruits and vegetables, 150,000 bales of cotton; and vast quantities of grain sorghums, corn, flaxseed, alfalfa and cereal grasses. It follows that the canning, processing and dehydration plants, with which the eight counties are dotted, are exceedingly active—in addition to the extensive, big-payroll army-training establishments. In a word, it is the richest era of a prosperous history with growers alone receiving $75,000,000 in the current crop year. Yet, you can cover the 23,481 radio homes thoroughly with the radio station of the Lower Rio Grande Valley—

The Taylor-Howe-Snowden Group

KRGV 1290 KC
1000 Watts
Day and Night

at Weslaco, Texas—It's the only network outlet that can be heard in the Valley at all times.

CENTRAL SALES OFFICE
805-6 Tower Petroleum Bldg., Dallas
Ken L. Sibson, Gen. Sales Mgr.

XUM

THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
ne—news programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

KDKA Pittsburgh

Duquesne Light Co., Pittsburgh (electric power), 6 *ta* weekly, direct.
Shedd Bartush Products, Detroit (Keyko Margarine), 19 *ta* weekly, 13 weeks, thru Fred M. Randall Agency, Detroit.
RCA Mfg. Co., Camden, N. J. (Institutional), 23 *ta* weekly, thru Ruthrauff & Ryan, N. Y.
Meadow Gold Dairies, Pittsburgh (milk), *ta* weekly, 13 weeks, thru F. A. Ensign Adv. Agency, Pittsburgh.
Pittsburgh Sun Telegraph, Pittsburgh, 6 *sa* weekly, direct.
May Stern Co., Pittsburgh (furniture), 2 *sa*, thru J. Grant Co., Pittsburgh.
Westinghouse Electric & Mfg. Co., Pittsburgh (course open to women), *sa, sp*, thru Ketchum, MacLeod & Grove, Pittsburgh.
Campbell Woods, Pittsburgh (Breakfast Cheer Coffee), 6 *sp* weekly, 13 weeks thru Wiltman & Pratt, Pittsburgh.
Duquesne Brewing Co., Pittsburgh, 6 *ne* weekly, 26 weeks, thru Walker & Downing, Pittsburgh.

WHO Des Moines

Bulova Watch Co., New York, 7 *sa* weekly, 52 weeks, thru Biow Co., New York.
Block Drug Co., Jersey City (Dentu-grip, Gold Medal capsules), 2 *sp* weekly, 39 weeks, thru J. Walter Thompson Co., New York.
Block Drug Co., Jersey City (Allenru), *sp* weekly, 39 weeks, thru Redfield-Johnstone, Co., New York.
20th Century-Fox, New York (Happy Land movie), *sa, ta, sp*, thru Kayton-Spiero Co., New York.

WLS Chicago

Chris Hansen Laboratories, Little Falls, N. Y., 10 *sa* weekly, 13 weeks, thru Mitchell-Faust, Chicago.
Commonwealth Edison Co., Chicago, 3 *sa* weekly, 6 weeks, thru Foote, Cone & Belding, Chicago.
Mason, Au & Magenheimer, Brooklyn (candy), 9 *sa* weekly, thru Erwin, Wasey & Co., N. Y.
Durkee Famous Foods, Elmhurst, N. Y., 5 *sa* weekly, 8 weeks, thru Federal Adv., N. Y.

WLAG LaGrange, Georgia

Allied Drug Products Co., Chattanooga (Triena baby laxative), 3 *t* weekly, 52 weeks, thru Liller-Neal & Battle, Atlanta.
Lane Drug Co., Atlanta (chain drug stores), 4 *sa* daily, 13 weeks, thru Eastburn & Siegel, Atlanta.
R. J. Reynolds Tobacco Co., Winston-Salem (Brown's Mule), *ta* daily, 52 weeks, thru J. Carso Brantley Adv. Agency, Salisbury, N. C.

WOR New York

Wool Novelty Co., New York (Wool-Foam), *sa*, 52 weeks, thru Redfield-Johnstone, N. Y.
Chr. Hansen's Lab's., Little Falls, N. Y. (Junket Rennet Powder, Tablets), *sa*, 13 weeks, thru Mitchell-Faust Adv., Chicago.
Soy Food Mills, Chicago (Golden Mix), *sa*, 13 weeks, thru Jim Duffy, Inc., Chicago.

WFIL Philadelphia

Brooks Clothing, Philadelphia (men's clothing), 6 *t* weekly, thru Cox & Tanz, Philadelphia.
Public Finance Co., Philadelphia (personal loan service), 5 *t* weekly, thru Hopson Adv., Philadelphia.

KWKW Pasadena, Cal.

Let's Live, Hollywood (health publication), 5 *sp* weekly, direct.
Kon-Kre-Kota, Los Angeles (paint), 10 *ne* weekly, direct.

WIND Gary-Chicago

Johnstone Drug Sales Corp., Rochester, N. Y. (cough remedy and false teeth cleaner), 12 *sp* weekly, 52 weeks, thru Armand S. Weill Co., Buffalo.
American Aircraft Institute Co., Chicago, *sp* weekly, 52 weeks, thru Raymond Hucson & Associates, Chicago.
Bradley Motor Sales, Chicago (used cars), 6 *sp* weekly, 52 weeks, direct.
E. Fougera & Co., N. Y. (skin lotion), 5 *sa* weekly, 13 weeks, thru J. M. Korn & Co., Philadelphia.
Allstate Insurance Co., Chicago, 5 *sa* weekly, 13 weeks, thru Ruthrauff & Ryan, Chicago.
Chicago Civic Opera House, Chicago, 23 *sa*, thru Schwimmer & Scott, Chicago.
Universal Pictures, Hollywood (Crazy House), 10 *sa*, thru M. M. Fisher Associates, Chicago.
Woods Theater, Chicago, 6 *sa*, thru Weiss & Geller, Chicago.

KQW San Francisco

Community Federal Savings & Loan Assn., Oakland, Cal. (savings & loans), *sp* weekly, 13 weeks, thru Pacific Advertising Staff, Oakland.
Petri Wine Co., San Francisco (wine), 5 *sa* weekly, 8 weeks, thru Young & Rubicam, San Francisco.
Folies Bergere, San Francisco (Folies Bergere), 2 *sa* weekly, thru Allied Advertising Agency, San Francisco.
A. Hirsh & Son, San Jose, Cal. (jewelers), 13 *sa* weekly, 13 weeks, thru Wank & Wank, San Jose.
Pan American Airways, San Francisco (help wanted), 8 *ta* weekly, 13 weeks, direct.
Moore Clothing Co., San Francisco (clothing store), *sa* weekly, 13 weeks, thru Brisacher, Davis & Van Norden, San Francisco.

KHJ Hollywood

French Kitchen Foods Corp., Los Angeles (spaghetti sauce), weekly *ta*, 52 weeks, thru Elwood J. Robinson Adv., Los Angeles.
Figo California Co., Los Angeles (Figo), 5 *sp* weekly, 26 weeks, thru Culbreth Sudler Co., Los Angeles.
Durkee Famous Foods, Berkeley, Cal. (Troco margarine), 3 *sp* weekly, 13 weeks, thru Emil Reinhardt Adv., San Francisco.
Penick & Ford, New York (Brer Rabbit molasses), 3 *sp* weekly, 13 weeks, thru J. Walter Thompson Co., N. Y.
Petrol Corp., Los Angeles (gasoline), 5 *sp* weekly, 13 weeks, 3 *sa* daily, 52 weeks, thru Raymond R. Morgan Co., Hollywood.

KECA Los Angeles

Standard Oil Co. of Calif., San Francisco (institutional), 138 *sa*, thru BBDO, San Francisco.
Lane Publishing Co., San Francisco (*Sunset Magazine*), 8 *ta*, thru Brisacher, Van Norden & Staff, San Francisco.
Coast Federal Savings & Loan Assn., Los Angeles (finance), weekly *sp*, 13 weeks, thru Frank Peterson, Los Angeles.
French Kitchen Foods Corp., Los Angeles (spaghetti sauce), weekly *ta*, 43 weeks, thru Elwood J. Robinson Adv., Los Angeles.
Nehi Corp., Columbus, Ga. (Par-T-Pak), 7 *sa* weekly, 26 weeks, thru BBDO, Los Angeles.
Safeway Stores, Oakland, Cal. (Pirate Gold graham cracker), 10 *sa* weekly, 2 weeks, thru J. Walter Thompson Co., San Francisco.
Omega Shoe Polish Co., Los Angeles, 4 *sa* weekly, 52 weeks, thru John H. Riordan Inc., Los Angeles.
Helms Bakeries, Los Angeles (bakery products), *ta*, 10 *sa* weekly, thru Dana Jones Co., Los Angeles.
Leslie Salt Co., San Francisco (Leslie Salt), 6 *sa* weekly, 52 weeks, thru Erwin Wasey & Co., San Francisco.
Petrol Corp., Los Angeles (gasoline), 50 *sa*, 13 weeks, thru Raymond R. Morgan Co., Hollywood.

KSTP St. Paul

Ball Bros., Muncie Inc. (fruit jars) 3 *sa*, 13 weeks, thru Applegate Adv. Agency, Muncie, Ind.
Paul B. Beich Co., Bloomington, Ill. (candy), *sa*, 52 weeks, thru Arthur Meyerhoff & Co., Chicago.
Malleable Iron Range Co., Beaver Dam, Wis., *sa*, thru Geer-Murray Co., Oshkosh, Wis.
Continental Baking Co., New York, 6 *sa* weekly, 52 weeks, thru Ted Bates, Inc., New York.

WMAQ Chicago

Walgreen Drug Co., Chicago, 6 *ne* weekly, 52 weeks, thru Schwimmer & Scott, Chicago.
Mason Au & Magenheimer Co., Brooklyn (Mason Mints and Black Crows), 2 *sa* weekly, 13 weeks, thru Erwin, Wasey & Co., N. Y.
Esquire Magazine, Chicago (*Coronet*), 3 *ta*, thru Schwimmer & Scott, Chicago.

CKCL Toronto

Royal Chesterfield Co., Toronto (furniture), 5 *ne* weekly, thru Ellis Adv. Co., Toronto.
Wynola Corp., Toronto (soft drinks), *sp* weekly, thru Ellis Adv. Co., Toronto.

Stations in New England Urge Radio Act Change

A RESOLUTION adopted by a group of six New England stations supporting new legislation clearly defining and limiting the duties and powers of the FCC, was placed in the *Congressional Record* Dec. 3 by Rep. Wigglesworth (R., Mass.), a member of the House Select Committee investigating the FCC.

The resolution, adopted last October, was sent Mr. Wigglesworth by E. E. (Ted) Hill, general manager of WTAG Worcester. It cited the Supreme Court opinion as giving the FCC "practically unlimited regulatory powers over radio" and brought out that such powers were "neither authorized nor intended under the Communications Act."

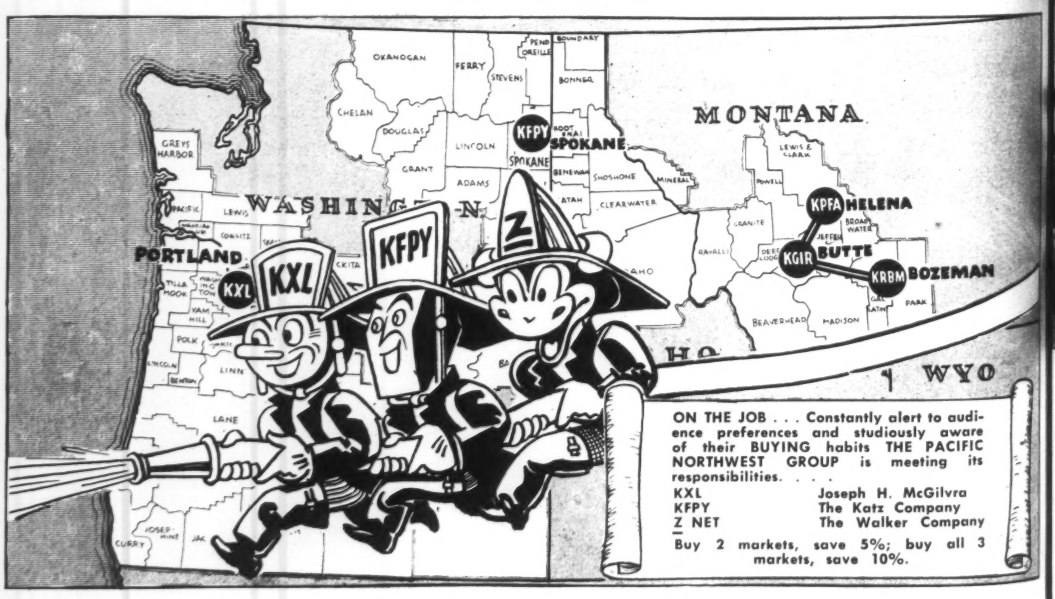
Signers of the resolution, in addition to Mr. Hill were: E. J. Free, WBRY Waterbury, Conn.; C. P. Hasbrook, WCAX Burlington, Vt.; Franklin M. Doolittle, WDRC Hartford, Conn.; David Carpenter, WKNE Keene, N. H.; Warren Greenwood, WMAS Springfield, Mass; and W. T. Bush WPRO Providence, R. I.

Centaur Shift

CENTAUR Co., Rahway, N. J., division of Sterling Drug Inc., has announced that effective March 1, 1944, advertising for Ironized Yeast will be shifted from Ruthrauff & Ryan, New York, to Pedlar & Ryan, New York. The product is currently promoted on the *Big Town* show on CBS, and until Oct. 10 was advertised on the *Good Will Hour* on the BLUE, the latter show having subsequently shifted to Mutual under sponsorship of Clark Bros. Teaberry Gum, Pittsburgh.

GE Export Agency

INTERNATIONAL GENERAL Electric Co., a subsidiary of General Electric Co., Schenectady, has appointed Williams & Saylor, New York, to handle its advertising in foreign countries. To prepare for post-war marketing of electrical equipment in Latin America, IGE is lining up a 1944 campaign. A spot radio schedule is planned.



SCREEN GUILD PLAYERS originates at KNX

...so does OPEN HOUSE

For four years, KNX has set the stage for *Screen Guild Players,* broadcast coast to coast over CBS. This weekly radio dramatization of hit pictures is smart showmanship. It's expertly cast, with Hollywood's great names. And back of the brilliant writing, the expert casting and the sure-footed production are the smooth technical facilities of KNX...CBS-in-the-West. KNX engineering, sound effects, technical equipment, audience facilities, help make Screen Guild Theatre the polished show it is.

The technical skill that polishes KNX-originated CBS *network* shows is the same skill that enriches KNX-originated *local* programs. Like *Open House.* Up and down the Pacific Coast, *Open House* is a weekly "must" social event. That's when the Hollywood personalities sit down and just visit with their West Coast neighbors. Beverly Barnes is hostess. Lud Gluskin's Orchestra provides the music; Anita Ellis sings. Recent guests have been Robert Young, Maureen O'Hara, Mischa Auer, Mary Astor, Al Jolson, Jane Withers, Blondie.

Its function: to build peak audiences every day for all the shows on KNX (Open House guests are notable visitors from other CBS-KNX programs).

Its result: peak audiences among West Coast listeners—audiences ready to be reached by your own program on KNX.

Ask us or Radio Sales.

KNX

LOS ANGELES
50,000 watts
COLUMBIA OWNED

CBS

COLUMBIA'S STATION FOR ALL SOUTHERN CALIFORNIA

Represented by Radio Sales, the SPOT Broadcasting Division of CBS

XUM

First in Prestige!
First in Audience!
First for Advertisers!
KOIN
PORTLAND, OREGON
CBS Affiliate
FREE & PETERS · National Representatives

The *Only*
BLUE
Network Station
Serving
the rich important
U. S. 34th
Metropolitan District
WFMJ
Youngstown, O.

BLAZING NEW SALES IN IDAHO

KSEI
POCATELLO · IDAHO

KXOK
ST. LOUIS, MO.
630 KILOCYCLES
5000 WATTS Full Time
BLUE NETWORK
Represented by John BLAIR & CO.

SANTA CLAUS was met by 15,000 children and adults when he landed at the Youngstown, Ohio, airport in a Civil Air Patrol plane with an eight plane escort on Thanksgiving Day afternoon. This unique promotional scheme, put on by WFMJ Youngstown without commercial backing, was built up to its Thanksgiving Day climax by a series of broadcasts begun a week before the event. These were contacts, presumably by shortwave, with Santa Claus at the North Pole and while he was on his way to Youngstown, with stopovers at the Army Air Field at Anchorage, Juneau, and Seattle. The mayor of Youngstown and Sister Kay, who reads the funnies each week over WFMJ, officially welcomed Santa at the airport. Santa remains as guest of the station until Christmas and is featured daily on his special program.

* * *

Joins Network

FOUR PAGE section of Nov. 21 Sunday edition of the *Sarasota Herald Tribune* was devoted to WSPB Sarasota, Fla., on the occasion of the station's joining the Columbia network. Included was history of the station and pictures and items on CBS shows and personalities.

* * *

Mailing Piece

KFPY Spokane, Wash., has sent out a promotion folder describing its activities in the recent CBS-affiliates advertising campaign. Listed are facts on mediums used and coverage.

When you think of SPOTS... think of John Blair!
JOHN BLAIR & COMPANY
NATIONAL STATION REPRESENTATIVES
CHICAGO · NEW YORK · DETROIT · ST. LOUIS · SAN FRANCISCO · LOS ANGELES

Merchandising & Promotion

Santa Claus—Mailing Piece—RCA Film Calendar—Pants—Three Bears

Remodeling

WLW Cincinnati recent promotion doings include a switch in the format of the station's merchandising magazine *Buy-Way* from a single edition to two editions, one devoted to WLW advertised products in the drug and tobacco fields and the other in the grocery field, with a new front page picture layout devoted to WLW program personalities. WLW has just completed an intensive advertising campaign in three local newspapers using a series of nineteen 7 column ads which covered the complete weekly schedule for the station. Ralph J. Jones Co. of Cincinnati handled production on the series.

* * *

RCA Film

IN COOPERATION with the communication branches of the Army and Navy, RCA after Jan. 1, 1944, will release to schools, colleges and civic organizations a 24-minute 16 mm. sound film entitled "Radio at War," which dramatizes the part radio is playing in the global war. The picture is available through the educational department of RCA-Victor, and is produced by William J. Ganz Co., New York.

* * *

Special Edition

HOUSE ORGAN of KSO-KRNT Des Moines, *Dial Tones*, recently was issued in a special Yonkers edition devoted entirely to Stan Dixon, commentator featured on *PM News on KSO*, now sponsored for the second year by Yonkers, large Iowa department store. Issue contains biographical data, pictures, and notes on the program which is heard daily, as well as information on news sources.

* * *

Calendar

MINIATURE microphone desk calendar for 1944, die-cut and made of card board, containing a station's call letters, frequency and message, is the latest feature offered to radio stations by Broadcasters Promotion Service, Atlantic City. The calendars are sold on an exclusive territorial basis to only one station in each locality.

Personalized

CHRISTMAS edition of Frankenberger's *Sports Page of the Air* printed in red and green, headlines "Merry Christmas . . . ," with the name of the person to whom that particular copy is addressed filling the second deck. Sam Molen, who also edits the *Sports Page of the Air* heard over WCHS Charleston, W. Va., edits the paper which is sent to West Virginia servicemen all over the world. Frankenberger's, Charleston (men's furnishings), sponsors the program of which the paper is a supplement.

* * *

Farm Tie-in

TYING IN with the five times weekly 6:30-7 a.m. farm broadcasts by Mert Emmert on WEAF New York, the station has begun a weekly editorial feature, in mat form, for radio editors wishing particularly to interest rural and suburban readers. Entitled "The Modern Farmer," same name as the program, the short feature contains timely tips and news about farm conditions in wartime.

* * *

Pants Outgrown

WAR BABY, KICD Spencer, Iowa has grown up. Hence the three-corner pants the station is sending out, with the accompanying explanation that "listeners have bought everything we advertise . . . so . . . we've outgrown our pants". Iowa station started operations Dec. 6, 1942. A map of the area covered is enclosed with the pants.

* * *

Three Bears

"THE BARE Facts about greatest radio coverage in central Ohio" is contained in the "Story of the Three Bears" promotion piece which has been released by WHKC Columbus, Ohio. WHKC coverage is compared with two other stations in the area.

* * *

Mail Count Map

MAIL count map showing returns from each county for a 90-day period has been issued by WAYS Charlotte, N. C. Included is a picture of the Dixie Mountaineers, heard daily over the station.

WAKR
TOWERS OVER AKRON
Basic Blue Network
5000 WATTS · DAY & NIGHT

Trammell Urges Changes in Law

Continued from Page 30

grounds. These four members constitute a majority of the Commission.

"Nearly every regulation enacted by the Commission in recent years with the force of law has been of a kind and character that has come to be associated with public utility regulations", Mr. Trammell said.

With radio in the United States under bureaucratic control, broadcasting "can become a Federal monopoly without government owning a single share of stock in a radio station or having a single representative in corporate management," he said. "Such power is a gun aimed at the heart of all our democratic freedoms."

"If the people's stake in radio is to be protected it is for Congress to say in the language of that popular ditty: 'Lay that Pistol Down, Babe'.

Mr. Trammell concluded his prepared statement with a series of recommendations for legislation, designed to set out limitations as to the FCC's authority. He explained that because of war stress, it might be difficult for Congress to undertake a complete revision of the Communications Act. He advanced his recommendations as "a temporary legislative step" which could be taken now, perhaps leaving for future deliberation the comprehensive revision of the entire act. (See text of recommendations on page 41.)

Praises High Program Standards

Mr. Trammell paid high tribute to the policies and principles of all networks. He declared that while his testimony related primarily to NBC, he felt that all elements in radio have collaborated in elevating program standards.

Mr. Trammell predicted rapid development of FM after the war. He said the radio art will move swiftly and that to place regulatory restrictions of the character proposed by the FCC upon it would be to retard the development of these new services.

He agreed with Senator McFarland that "rumor and gossip" commentaries should be restricted. The Arizonan said he hoped all networks and stations would eliminate them voluntarily.

Senator Hawkes, in expressing opposition to any program control by Government, pointed out that the voluntary code of self-regulation has been applied successfully by practically all industries. He expressed the hope that radio could accomplish the same results without any degree of Governmnt intervention. He served notice he was "not in favor of death sentence powers in the hands of a Government bureau." He said he was disposed to favor some sort of method for imposition of intermediate penalties short of licensing revocation.

Senator Reed reopened the Fly-industry controversy. He recalled that Chairman Fly had referred to the NAB as a "stooge" of the networks. When Mr. Trammell said he thought that Chairman Fly was "trying to be facetious" Mr. Reed said he felt this was not so, since he had heard Mr. Fly testify.

Asks Expenditures To NAB, 'Broadcasting'

Encouraged by committee members, Mr. Trammell commented that Mr. Fly's allegations were "not true." His remarks, he said, were "an insult to the intelligence and the integrity" of radio. Chairman Fly, he added, has alluded to the NAB as being controlled by "two men in New York" and by "Wall Street interests".

Later, under questioning by Senator Clark, Mr. Trammell declared that if the Commission would give to radio the encouragement and cooperation it deserves, the relationship would be a lot better. The chairman, he pointed out, "belittles and berates the broadcaster, particularly the networks". He recalled Chairman Fly's castigation of the NAB in 1941 as akin to a mackerel "shining and stinking in the moonlight". Mr. Fly, he charged, "draws these red herrings across the trail" whenever the occasion arises.

Senator Clark commented that the chairman "has been indiscreet" and that he thought the industry has been "smart in not venting its feelings in public".

Announcing that he was reading a question from Chairman Wheeler (which was handed him by Ed Craney, Z-Bar Network, who is serving ex-officio as committee clerk). Acting Chairman Tunnell called attention to the previous testimony of Commissioner Wakefield wherein he alleged that the NAB and BROADCASTING were in large measure responsible for the industry's fear of the FCC.

He asked that Mr. Trammell place in the record "the total monies paid to the NAB" by NBC and its associated companies along with the amounts spent by NBC and RCA during the past five years for advertising space in BROADCASTING. Mr. Trammell demurred. He said he thought that similar information should be requested from all networks and all independent stations. Senator Hawkes and other committee members indicated they thought it was only fair that information be procured from all alike.

Senator Tunnell asked Mr. Trammell to supply the committee with the names of all the companies which he felt should supply this information. Mr. Trammell responded that he felt the entire industry should be called upon. He pointed out further that figures as to network profits and expenditures have never been made public. He said he did not even know how much money WCCO, CBS owned station in Minneapolis grossed or netted.

The examination shifted again to program control. Senator McFarland asked about the advisability of permitting the industry to adopt its own program regulations but vesting in the FCC a "veto power". Mr. Trammell said "this would be tantamount to giving the Federal bureau the authority to regulate programs. We would have to accept the regulations as suggested."

Mr. Trammell reiterated his belief that the industry "is fully capable of regulating itself" but Senator McFarland observed that the difficulty was that the industry could make the regulations but would have no way of enforcing them.

Forced to Release Option Time

Mr. Trammell insisted that if a station does a bad job, it will lose its audience and that it is good business for the broadcaster to do a good job. He said he did not feel conditions warranted giving such broad powers to a Government agency. By and large, he said, broadcasters have lived up to the NAB code.

Asked by Senator Clark whether he believed the network regulations in actual practice have worked to the detriment of the networks, Mr. Trammell said this was true in several respects. NBC, he pointed out, was forced to sell the BLUE Network. Moreover, networks have been forced to release portions of their option time with resulting difficulties.

The regulations have not been in effect long enough to supply detailed results. Moreover, the "tremendous boom in advertising in all media during the past year" has made it difficult to determine whether the networks have been helped or harmed.

"I am sure that when we get into that depression the results will prove extremely harmful," he said.

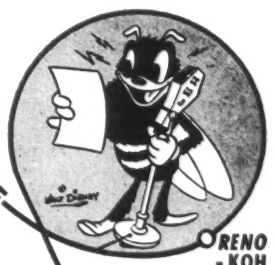
Mr. Trammell also cited the Su-

Hon. Vick Knight
Hollywood, Calif.
Dear Vick:
It all happened Thanksgiving Day when we were carrying the CBS 2-hour Elgin Watch show. I've always known this station does some remarkable things from an advertising, merchandising and public service angle, but I didn't know we could actually save lives. Nevertheless, here is the proof as it came over our news machine: "A Boone county woman credits a program on radio station WCHS in Charleston with having saved her son's life. Mrs. Chester Barker of Danville telephoned WCHS program director Joe Herget about the incident. She said that her son, 15 - year - old Bobby Barker, was interested in the program, and that he had opened the bathroom door to hear it while he bathed. Suddenly he was overcome by fumes from a defective heater. Mrs. Barker is convinced that if the door had stayed closed Bobby would have been asphyxiated before his plight was discovered. He was taken to a Madison hospital where physicians say he will recover." Believe me, we're thankful we can extend this kind of service.
Regards
Yrs.
Algy

WCHS
Charleston, W. Va.

WING
Dayton, Ohio
DAYTON'S Buying Power Has Increased 35% Since 1942
Sell this rich market thru consistent use of
WING
Basic Blue 5000 Watts
Ronald B. Woodyard
Exec. Vice President
WEED & CO. National Representatives

FLASH! The shortest distance to profitable results in California's billion-dollar market and western Nevada is *The Beeline*



THE BEELINE
RENO - KOH
SACRAMENTO - KFBK
STOCKTON - KWG
FRESNO - KMJ
BAKERSFIELD - KERN

Robert A. STREET, National Sales Manager
Paul H. RAYMER CO., National Representatives

McClatchy Broadcasting Company
Sacramento, California

Don't dig so hard for sales when they come so easy in Albany!

WGPC
ALBANY, GA.
CBS
REPRESENTED BY SPOT SALES

preme Court decision. Under that authority, the industry does not know what the commission "is going to do next". Networks and stations, he said "live from day to day in fear."

Asked about the recent incident on NBC which resulted in the introduction of a resolution to investigate NBC's cancellation of a commercial program sponsored by the Dairymen's Cooperative League to clear time for R. J. Thomas, president of the United Auto Workers, CIO Union, Mr. Trammell explained that NBC often cancels commercials for sustaining features it regards of importance. Actually NBC lost revenue in that instance. It developed that Mr. Thomas advocated subsidies and his views were contrary to the ideas of the Dairymen's group. He said NBC was perfectly willing to have a Congressional hearing on the incident.

Senator Hawkes, upon completion of Mr. Trammell's statement thanked him for his "very frank and const uctive" views, which he said were helpful to him in getting a picture of the situation. Senator Tunnell said the entire Committee felt the same way.

Fred Weber Urges Equal Discussion

Making a brief appearance, Fred Weber, former general manager of Mutual and now part owner and operator of WDSU, New Orleans, told the committee last Wednesday that he favored regulation by the FCC of the physical aspects of radio and certain of the economic phases, such as are exemplified by the network regulations, but not the program structure. He explained that he appeared only in his present capacity as a station manager and did not represent any network or industry organization. Mr. Weber said he appeared at the invitation of the committee.

Pointing out that he had been one of the most vigorous advocates of the network regulations while MBS general manager, he said he supported them because he felt they would make for preservation of competition and prevention of monopoly in broadcasting. "I have no reason to change my views," he said.

If the Supreme Court opinion means that the commission has any broad powers over business as distinguished from specific things like the network regulations, Mr. Weber declared, "I think the power should be limited."

If there is genuine competition between networks and stations, that competition itself "will take care of good program service, including freedom of speech and fair treatment of controversial questions," Mr. Weber said. "If you do not have competition and have control by a single group then I can see some need for Government control to the end that the job gets a fair break."

Urging that program abuses be tried in the courts, rather than before the Commission, Mr. Weber said that if there are any particular types of abuses in programs that require curbing, that Congress specify them in the law in the same way as lotteries or obscenity.

Agreeing that equal opportunity should be afforded for discussion of public questions, Mr. Weber said he would not like to have this expressed in a statute and the Commission given the power to enforce it. This, he felt, would lead "to worse evils than any that now exist." With competition the whole matter will work itself out in a way much better than any Government bureau can do the job, he said. Moreover, he pointed out that a controversial issue is a "far different question in one part of the country from another." The race question in the South is regarded in a different way than in other areas, he pointed out.

"If you are going to amend the law to require equal opinions on political questions then I urge that you do it so that the law will be enforced in the Courts and not through a death sentence in Washington."

Suggests Congress Limit FCC to Physical Aspect

Experimental radio, Mr. Hogan declared, is "making good". He urged that provision be made to accommodate both FM and facsimile on the same bands. He pointed out that FM can be used exclusively for either service or jointly for both, but that the Commission rules prevent exclusive use of FM channels for facsimile. Because these rules are so strict he suggested that they be "relaxed in the law". Radio, he said, looks to Congress and the Commission to make the facilities available so that these new services can be developed.

Mr. Hogan suggested that Congress provide the Commission with "unambiguous language" on the scope of its authority, limiting it to physical aspects and not permitting it to trespass on matters affecting programs, business or other fields which are debatable.

Disagreeing with contention that broadcasting service is faulty, Mr. Hogan said radio has done an excellent job from the start. He said he had not seen any improvements in programs resulting from regulation. He concluded with a plea that Congress include a "really strong injunction in the law that all proper consideration be given to the maximum development of new services".

FCC TRIO who have been constant attendees at the Senate hearings (right to left): Rosel H. Hyde, assistant general counsel in charge of broadcasting; Harry Plotkin, chief administrative and litigation division; Earl Minderman, director of information.

Witness Advocates Public Health Programs

Mr. Smith, who identified himself as a New York attorney "engaged to a modest degree in writing on radio and other subjects" advocated legislation or an FCC regulation requiring that the networks set aside a 30-minute period of their best time each evening for "sustaining programs in the public interest."

He said there are no public health programs on the air, and with a shortage of physicians home treatment is being applied by individuals without proper instruction. He advocated public health programs.

After reading from a prepared statement for nearly an hour, Mr. Smith was interrupted by acting chairman Tunnell who inquired "Can't you get down to something concrete and tell us what you have in mind about this bill? I just don't see what you're driving at." Senators Moore and White expressed the same views.

In the ensuing discussion the witness said that legislation or regulation setting aside a half-hour for "public health programs for the minority" would be a "starter", that networks should be licensed, and radio expansion limited to four networks.

The witness was told to file the remainder of his prepared statement for the record.

Mr. Hogan, owner of WQXR New York, and an outstanding en-

IN **AM** OR **FM**

"Good Engineering is Good Business"

COMMERCIAL RADIO EQUIPMENT CO.

Radio Engineers

Everett L. Dillard, Gen. Mgr.,
Suite 315, Evening Star Bldg.,
Washington, D. C.

Robt. F. Wolfskill, Mgr.,
Plant No. 1,
321 East Gregory Blvd.,
Kansas City 5, Mo.

M. W. Woodward, Ch. Eng.,
Office of Chief Engineer,
7134 Main St.,
Kansas City 5, Mo.

George Taffeau, Mgr.,
1584 Cross Roads of the World,
Hollywood 28, California

Also Operating KC's Pioneer FM Station, KOZY

Easy Pickin'

WAIR is famous for its quick results. That's because WAIR has the listeners and the listeners' confidence. Add to this the exceptional income of Winston-Salem workers and you have a golden combination.

WAIR

Winston-Salem, North Carolina

gineer, expressed belief that FM, television and facsimile all should be developed simultaneously and that none should be held back to develop another. All three have proven they can give good service, he said.

Answering questions read by Senator Tunnell the engineer said that television first no doubt would be in black and white but later in color; that it is possible to develop receivers capable of both black and white and color reception.

Replying to Senator Hawkes, Mr. Hogan estimated that the cost of a television receiving set would run "not more than $200", but said his figure was purely "guesswork." He also emphasized that when mass production of television receivers is accomplished, the cost to consumers would go down.

As to transcriptions Mr. Hogan asserted that "advances in recording technique are very striking" and that even now transcribed programs often are of better quality than those of live talent."

Mr. Hogan said in his judgment several thousand stations could be accommodated in the FM band. He declared that FM is the only effective "static eliminator," despite many stories about revolutionary inventions along that line.

In a discussion opened by Senator Bone as to why transcriptions are not used to a greater extent than telephone-relayed broadcasts, Mr. Hogan said that there has been a substantial increase in recorded broadcasts during the past few years.

Hogan Says Present FM Band Adequate

If the present FM band is maintained or extended, Mr. Hogan said, there should be adequate facilities for stations throughout the country. If 70 FM channels are made available, he said, as many as 35 stations could be licensed in the same community. He pointed out that the recently formed Radio Technical Planning Board is giving consideration to allocations for new services and that it should resolve such matters as band widths and desirable allocations.

If a six megacycle channel is not adequate for television transmission, it might be desirable for visual radio to move up the spectrum to higher frequencies, he declared.

Asked whether FM and standard radio could be accommodated in the same transmitter or receiver, Mr. Hogan said "you can build anything to do anything. We have learned that during the war". He added it might be uneconomical but it could be done.

Raising the question of the probable effect of increased use of FM on the AM system, Mr. Hogan cited the need for improved service in rural areas. There is excellent rural service now, and with international shortwave, which can be picked up anywhere, there is no area in the United States not covered by some radio service.

The domestic rural service is served largely by clear channel AM stations, he pointed out. WQXR, he said, has 25% of its audience outside of New York proper. This was equally true of other stations, he said.

Mr. Hogan predicted that the next step following substantial distribution of FM receivers would be for all shared channel stations, such as locals and regionals, to go from AM to FM. They would be enabled to provide a far better service, he predicted.

On the other hand, he said, clear channel stations should continue their service and, by the removal of local and regional stations from the AM bands, "the present congestion can be relieved to provide a better service than now". Looking ahead, Mr. Hogan said that with all AM channels available for high power broadcasts, allocations might be on a 20 kilocycle instead of a 10 kilocycle band, with the in-between assignments used by other North American countries. In that way, he predicted, the whole international problem can be solved.

A pioneer facsimile inventor, Mr. Hogan told the committee that facsimile has obtained a "maturity that warrants attention", not only for commercial but for broadcasting service. He said the facsimile receiver is "simpler than a typewriter" and therefore should be cheaper, because there is "less of it". The committee was supplied with photographs of the receiver and samples of the copies produced by his electrical process.

Jett Stresses Need To Change Standards Now

In a 37-page prepared statement, largely incorporated in the record without reading, Chief Engineer Jett presented what he described as a "brief review of communications with emphasis on the future." He stressed that a satisfactory solution to the problems ahead can be achieved only if the FCC, other Government agencies identified with communications, and private industries represented on the recently formed Radio Technical Planning Board, get together to reach a common solution. He said he felt that things are moving precisely in that direction, pointing out that the first step to prepare for post-war radio was taken Nov. 17 when the Board of War Communications, the Interdepartmental Radio Advisory Committee and the Radio Technical Planning Board met with the FCC to discuss organization and procedural matters regarding the technical future of radio.

"Unless the technical standards are changed in the near future we will find our post-war broadcasting services may follow a pattern of pre-war design," he said. "The manufacturers are surely not going to wait for the engineers and the Government to take months or years to make up their minds as to what changes are desirable; they will proceed with production the minute that materials and manpower become available, and the sale of such equipment may result in freezing our technical standards for some years to come."

Sees Multiple Services On Same Facilities

Pointing out that there were 60 million standard band receivers, 5 hundred thousand FM receivers and 10 thousand television receivers in April 1942, when the production of broadcasting receivers was stopped by WPB, Mr. Jett said it was reasonable to assume from these figures that standard broadcasting "will be with us for many years to come."

Predicting that radio will be used to some extent to connect network stations instead of land lines, Mr. Jett declared that the same networks may just as easily carry telephone and telegraph messages and compete with the services now furnished by the wire carriers by multiplexing operation. There is no reason, he added, why a nationwide network should not also carry network programs for standard broadcasting, FM, facsimile, and private telegram and telephone circuits for the press, stockbrokers and agencies that usually lease private wire facilities.

In this connection, he raised sev-

What Radio Wants in a Nutshell—Hogan

JOHN V. L. HOGAN, consulting radio engineer, operator of WQXR New York, radio inventor and pioneer in facsimile and FM, in testimony last Thursday before the Senate Interstate Commerce Committee, retained his unofficial title as radio's best ad libber. Without using a single note, he outlined to the committee his views of impending radio developments and what he would like to see the new law provide. In one pungent, extemporaneous paragraph he advanced this view, replying to a question from Acting Chairman Tunnell (D-Del.)

"My feeling is that the Congress provide the Commission with a perfectly unambiguous statement of the intent of Congress with respect to the scope of the regulations which the Commission shall carry forward. My personal view is that the important element of regulation is the assignment of frequencies and the policing of the use of those frequencies with respect to their interference producing effects. I think that where you go beyond that into program matters, into business matters, into types of equipment, even as far as the Commission has now gone, I think you are trespassing into territory that at least can be called debatable."

NEW MEXICO
EL PASO
OLD MEXICO
TEXAS
Where the West really is - it's -
KROD
600 KC CBS
Business booms here. Thousands of new listeners in our unrivalled coverage area make KROD the best radio buy.
Dorrance Roderick, Owner Val Lawrence, Manager
HOWARD H. WILSON CO.
National Representatives

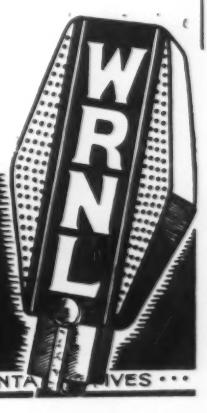
FREEDOM *to* LISTEN

. . . THIS CHRISTMAS — AND ALWAYS

IN countries occupied by the Nazis, the turn of a radio dial can mean imprisonment or death.

Here in America a push button brings you the news of the world; great music without reference to the composer's race or religious beliefs. You may listen to church services of every denomination, hear symphonies or boogie-woogie, agree or disagree with a commentator who takes issue with a government official. You may not agree with speakers you hear; the government may not either, but you and your government will defend to the last their right to say it, and your right to hear it said.

Freedom of Speech, Freedom of Assembly, Freedom of Worship and Freedom to Listen . . . These are the things for which we are fighting.

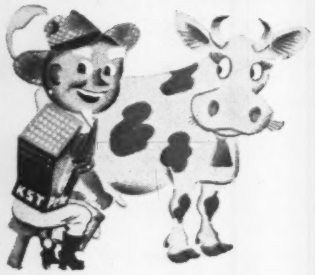


WRNL
5000 WATTS
NIGHT AND DAY 910 KC
• • • EDWARD PETRY & CO., INC. NATIONAL REPRESENTATIVES • • •

XUM

He's right at home on the

DAIRY FARM



Dairying is the major agricultural activity in Minnesota, the nation's fifth richest agricultural state. And a great share of Minnesota's most progressive and prosperous dairy farmers are members of Land O'Lakes Creameries — the great producers' co-op whose name and products are familiar throughout the country.

As one phase of an effective, comprehensive promotion campaign in rural Minnesota, KSTP has been telling these farmers the story of its fine programming in full-page ads published in every issue of the "Land-O'-Lakes News." For nearly two years now, KSTP's story has been reaching some 65,000 of the state's prosperous farm homes through this well-read, official organ of the co-op.

Dollar-wise, KSTP is a good buy for its effective coverage of the Twin City Market alone. Now, there is this important plus — a steadily-growing rural audience with big money to spend. Special programming and aggressive promotion are constantly adding to this large rural plus. Along with the pages of "Land-O'-Lakes News," the continuing promotional campaign includes:

1. Forceful ads in "The Farmer," reaching 147,000 Minnesota farm homes.
2. Listener-stimulating ads in 344 rural newspapers.
3. Personal appearances of KSTP's Barn Dance group in Minnesota towns.
4. "On the Minnesota Farm Front," newsy column by KSTP's Farm Service Director, Harry Aspleaf, appearing weekly in 81 newspapers.
5. "Around Radio Row," news-and-gossip column carried weekly by 70 country papers.

Your advertising dollar will do More in '44 on KSTP!

50,000 WATTS Clear Channel

KSTP

MINNEAPOLIS ... ST. PAUL

Exclusive NBC Affiliate for the Twin Cities

Represented nationally by Edward Petry and Company

eral basic policy considerations such as who should be granted the privilege of operating this system; whether it should be competitive with the telephone and telegraph services which now operate as monopolies in their respective fields; whether there should be competitive radio networks necessitating a "forest of towers along the same route", whether companies operating networks should be permitted to operate terminal facilities at the subscribers' offices; whether the chain broadcasting companies should be permitted to own and operate their own networks on a nationwide basis.

There is still some question whether the economics of radio relay networks will be such as to result in communication channels as cheap or cheaper than communications channels provided by the new 12-channel carrier systems or by the 480 channel coaxial systems by wire. "Undoubtedly," he said, "radio beams will find a coordinate place in the national picture but there is little possibility of immediate grand-scale supersession of wire-line facilities."

Says War Speeds Radio Development 25 Years

Discussing future planning, Mr. Jett deprecated the tall stories about the electronic industry revolutionizing everything. While there will be great developments, he said that some of the claims border on the fantastic.

Much secret military information about post-war communications cannot be revealed, Mr. Jett pointed out. Adaptations of radar, which has performed so outstandingly in the war, will include in peacetime anti-collision devices which will enhance safety at sea and in the air. Asked who invented radar, Mr. Jett said practically every engineer claims some part of it. He thought the laboratory work was performed in this country but that the British first employed it in the defense of London.

Mr. Jett said that in his opinion the war had accelerated radio development by about 25 years. The best engineering and scientific minds of the country pooled their interest and forgot patents to bring about these tremendous strides. Senator McFarland deprecated the fact that "it takes a war where people are killed to make all of our advances." He suggested that postwar planning should take such matters into account.

Many international problems will be posed after the war, Mr. Jett said, for unless these high frequency bands are free from interference it will be impossible to use the equipment in foreign territory. He foresaw the need for a "world agreement" which will provide interference-free channels for the benefit of all nations.

Disagreeing with previous testimony that there will be more than enough frequencies to go around in the postwar world, Mr. Jett pointed to the tremendous demands of other services. Aviation alone will require some five hundred thousand licenses for aircraft communications. He said he would not so far as to say that if reasonably good planning is done now there will be room for at least the minimum frequency requirements of all legitimate radio services.

Technical Problems Demand Solution

There remain technically unsolved problems which should be settled before new equipment is produced for post-war FM, facsimile and television. "We are not sure that frequencies now assigned to these services will prove to be entirely satisfactory," he declared. Preliminary observations made by the FCC in the present FM and television bands indicated that "bursts" of relatively strong signals from distant stations interfere with reception. The length of the "burst" is usually only a fraction of a second but at times it is sufficiently strong to obliterate reception. The signal, from a distant station can take control of the receivers in the area desired to be served and a speech might be interrupted by music. Tests are being made in cooperation with Major Armstrong, he said. The problem "must be solved before we can set up FM bands for use across the country," he declared. Fortunately, he added, practically all of this work can be done while the wartime freeze prevails. It is generally agreed, he said, that these "bursts" are sky wave reflections

Lauds U. S. Radio

SATISFACTION with the American system of broadcasting would be evident, according to Niles Trammell, NBC president, appearing before the Senate Interstate Commerce Committee last Tuesday, "if the committee could go over there and hear some of the programs put on in Europe." He referred to his recent trip abroad and told the Senators that there would be "no need for these hearings" if the Senators could compare the American system with that of Europe.

COVER THE DETROIT AREA BETTER ... FOR LESS

Smashing old Records

• Time-sales at CKLW are hitting A NEW HIGH ... leading 'em all in many major retail classifications. Old customers are staying on ... new ones are signing up for more results, more sales, more success ... in America's 3rd market! A big 22-hour daily schedule, at 800 k.c.

Union Guardian Building, Detroit

CKLW

5,000 WATTS DAY and NIGHT 800 Kc. MUTUAL BROADCASTING SYSTEM

WGCM

Voice of the MISSISSIPPI GULF COAST BLUE NETWORK

Gulfport, Biloxi, Miss.

The GREATEST Selling Power in "Mississippi's No. 2 Market"! Unequalled Prosperity! MILLIONS in Monthly Payrolls!

National representatives: Sears & Ayer, Inc., Chicago and New York.

and that even a passing airplane can cause them.

In television, he said, there is an entirely different interference problem to deal with where the transmitted signal is reflected from high buildings or hills. These "multipath" signals when observed on a television signal appear as "ghosts" and the multiple pattern created destroys the quality of the picture. Considerable data on this problem, collected by the Allen B. DuMont laboratories, was discussed at a technical meeting in New York Dec. 1.

Says Domestic and Foreign Bands Should Be Same

There are many other problems of a technical nature to be solved before new standards can be adopted, Mr. Jett said. In television the allocation problem is foremost, in addition to interference problems, because it is known that the present 18 channels and the standard governing this service is inadequate for an efficient nationwide competitive system of television broadcasting.

"In my opinion we should have at least twice this number of channels," he said. "The same is true of FM broadcasting in the band—42 to 50 mc, which is sufficient for only 5 non-commercial educational broadcast channels and 35 commercial channels. Considering the problem of adjacent channel interference and the geographical separation required for co-channel operation, it is not unreasonable to ask for at lease twice the number of channels for these services."

Citing predictions that future radio networks will extend internationally to carry television and aural programs and message traffic all over the world, Mr. Jett said it is fairly certain they will not extend beyond the western hemisphere or even to South America for some time to come. Nevertheless, he added, the technical aspects should not be overlooked when planning domestic services.

EDWIN H. ARMSTRONG

Much is to be gained by allocating the same bands to television services on an international basis and also in adopting international standards for program services and network relay systems. If different bands and different technical standards are used in different regions of the world, the problems with respect to sale of apparatus and the exchange of international programs would become "well-nigh unsolvable."

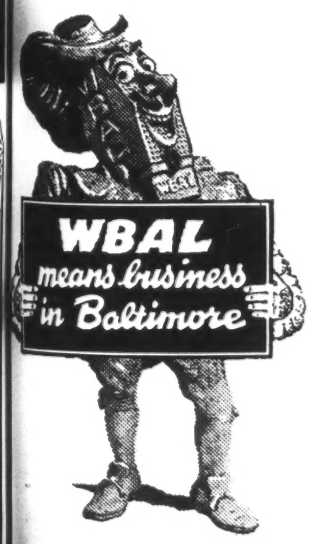
Mr. Jett finally made a plea for Congressional authority to regulate interference caused by diathermy equipment, electronic heating devices, induction heating processes and other developments which play havoc with reception. One solution might be to have these devices operate on specific frequencies; another to require shielding of equipment or filters on power lines. Such restrictions would in no way disturb the efficiency of these devices, which actually are miniature transmitters. Senator White raised the question of giving the FCC such jurisdiction, pointing out that these are powers belonging to the States. Mr. Jett, however, pointed out that they are capable of interfering with transmission over thousands of miles.

Hanson Predicts Development At 'Explosive Rate'

Reading a 19-page statement, Mr. Hanson predicted that when peace returns the expansion into commercial service of products of the present wartime developments, now held secret, "will go on at an explosive rate".

Pointing out that the advent of the war brought a sudden stop to the expansion of FM and television, Mr. Hanson said it is necessary to determine to what extent wartime development have affected these services.

No approach to design of preproduction models of apparatus can be made until RTPB has completed its deductions and made its report to the FCC, and the Commission in turn has specified the



Edward Petry & Co., National Representative

WHAM

"Your Western New York Salesman"

50,000 Watt . . . Clear Channel . . . 1180 on Dial . . . Affiliated with the National Broadcasting Company and The Blue Network, Inc.

ROCHESTER, N. Y.

National Sales Representative:
GEORGE P. HOLLINGBERY CO.

"The Stromberg-Carlson Station"

ANOTHER REASON THEY LISTEN TO WAGA

Channing Cope, whose daily "YELLOW RIVER FARM PROGRAM" — produced especially for Georgia farmers — is rapidly becoming the standard source of information for Atlanta-market farmers. Channing's unique "Kudzu Club" has been called "one of the most important recent developments in Southern agriculture."

AND THEY LISTEN TO WAGA FOR LEW CHILDRE
"The Boy from Alabam'"
THE LIGHTCRUST DOUGHBOYS with PETE CASSEL
JOHN HARRINGTON and JOE WORTHY
"Atlanta's Outstanding Newscasters"

WAGA
ATLANTA
5000 WATTS
DAY AND NIGHT
590 KC.
A FORT INDUSTRY STATION
National Representatives
HEADLEY-REED COMPANY
Affiliate of the Blue Network

WBNX

New York City and Environs

2,000,000 or 15.4% of the population of Greater New York listen to YIDDISH radio programs

1,400,000 or 10.8% of the population of Greater New York listen to ITALIAN language programs

1,250,000 or 9.6% of the population of Greater New York listen to POLISH language programs

670,000 or 5.1% of the population of Greater New York listen to GERMAN language programs

250,000 or 2% of the population of Greater New York listen to SPANISH language programs

WBNX brings to this audience in its native tongue and in English, interesting entertainment; educational and musical programs, and the complete world-wide facilities of International News Service.

Appreciation of WBNX service is evidenced by the annual contract renewals of the largest national and local advertisers.

Winner of PEABODY CITATION for Public Service to Foreign Language Groups.

WBNX
5000 Watts
New York City

We all are in it
BUY WAR BONDS!

frequencies for the various services.

Recalling Chairman Fly recently said that a shift from the present frequency allocations to a higher portion of the spectrum is indicated for television and FM, Mr. Hanson said he personally doubted the value of higher frequencies for television. It is therefore difficult for engineers to make specific plans toward post-war until the FCC has indicated specific allocations for the new, contemplated services.

Foresees 1,000 Video Stations in 10 Years

Mr. Hanson said he visualized television as having greatest potential possibilities during the next decade. He predicted that if the present allocations and technical standards for television are not greatly disturbed in the anticipated shuffling of allocations at least, 1,000 television stations can be placed in operation during the 10 years following the end of the war. These new stations will represent a capital investment of 250 million dollars and would employ about 65,000 people directly and many thousands indirectly, along with additional thousands representing advertising agency personnel, artists, performers, and musicians, and those engaged in the design of scenery and costumes and manufacturing of apparatus. This does not include receiver manufacture.

In television alone, Mr. Hanson said there is a potential market, conservatively, for 25 million receivers in the next decade, representing a dollar volume of approximately three billion and the employment of thousands in the manufacturing, selling and servicing. He estimated the initial cost of receivers would be about $120, but that figure probably would scale down to less than $100 on mass production sets.

A television station of 1,000 watts would cost between $75,000 and $100,000, he estimated, with an ordinary individual station studio probably running around $50,000. For network originations, he said, tremendous studios would have to be built, paralleling the motion picture plants. Much of television's program services, however, he said, probably will be by syndicated film which would be the equivalent of transcriptions for this medium.

He said facilities do not exist for networking television programs from city to city. To attempt to relay television through the existing wire lines of the telephone system is comparable to "trying to drive an automobile through a garden hose," he said. A radio relay system of unattended low power transmitters between Washington, Philadelphia, New York and Boston would represent an investment of about a million dollars, he said. The relays would be spaced from 15 to 30 miles between towers, depending upon the nature of the terrain. Engineers patrolling the route would use helicopters to fly from relay station to relay station.

2,000 FM Stations Thought Economically Feasible

After predicting the Washington to Boston television network, Mr. Hanson said it is possible that similar regional networks will develop around other metropolitan areas such as Chicago, Los Angeles and San Francisco, eventually within the decade, linking coast to coast. In smaller communities that cannot support their own television station and studios a low power unattended or a slightly attended television transmitter can be placed in operation, fed directly with program material from the main network.

He pointed out that he was discussing black and white, rather than color television. While there has been much academic talk about color television, he said it may take 10 years for it to develop. Sound movies became a reality in 1927, he pointed out. When color was perfected, the industry also adopted it but today black and white sound pictures reach more than 80% of the output of the Hollywood plants.

Discussing FM, Mr. Hanson said it was technically possible to have 3,000 new FM sound stations under sustaining rules and standards. This would need a capital investment of roughly 150 million dollars. There is some doubt, however, as to whether the economics of sound broadcasting will support that many stations and it might be more conservative to think in terms of 2,000 FM stations or a total investment of 100 million dollars. They would employ perhaps 40,000 people directly and many additional thousands indirectly.

Mr. Hanson suggested existing broadcasters be permitted to build FM stations to operate over a period of years as companion stations to their AM transmitters, broadcasting the present popular

Craney Helps

ED CRANEY, manager of the Z-Bar Network in Montana, found himself ushered into service as clerk pro tem of the Senate Interstate Commerce Committee during the hearing last Tuesday, with NBC President Niles Trammell on the stand. The regular committee clerks, Edward Jarrett and Mrs. Alma Powers, were absent because of illness. Senator Wheeler (D-Mont.), close friend of Mr. Craney, gave the broadcaster the impromptu assignment.

"...GOODWILL TO MEN"

The "goodwill" of which the angels sang on that long-ago Christmas morning was not something to be bartered. But in the business world of today, "goodwill" is a commodity which has a definite market value. It is a vitally important factor in every business and it is a part of every merchant's job to build and maintain this asset.

In planning your goodwill maintenance campaign, have you given sufficient thought to the possibilities of radio? A station with wide listenership will carry your message effectively to the people you want to reach. In Canada, CFRB covers the largest share of the richest market. It broadcasts half the leading sponsored programmes in a key area, fed by three stations. CFRB is, then, the station to carry your advertising most effectively.

CFRB
TORONTO

WSLI
JACKSON
MISSISSIPPI

Metropolitan JACKSON Should Be Among Your "MUST" Markets in 1944

Jackson's "Metropolitan District", with a population of 124,588* and with total annual sales in excess of 130 million dollars is a "Must" Market in the new South. WSLI offers you effective coverage of this market—at less cost.

*J. Walter Thompson Research Dept.

BLUE NETWORK

WEED & COMPANY
NATIONAL REPRESENTATIVES

standard band programs through both their standard and FM transmitters.

Thus, he said, if the public obtains FM receivers they can hear their favorite programs through either the FM station or the standard band station, whichever happens to give the best reception. When surveys show that the majority are able to obtain full service from FM, AM transmission could be discontinued. With the newcomers in the FM field, the total number of stations in the whole of the coming decade would be several times the number in the standard band.

Because of FM's limited range, long distance nighttime coverage would have to be supplied to sparsely settled areas. Mr. Hanson suggested that, with local and regional stations replaced eventually by FM, an additional number of clear channel stations could be licensed, with power 500 to 1000 kw instead of present 50 kw limit.

Apropos facsimile, Mr. Hanson suggested that existing regulations be amended so a separate band of frequencies may be given this service. If the same number of channels now provided for FM are given facsimile it would be economically possible to have approximately 5,000 facsimile transmitters in the country. If all the services are realized within the next decade, the home receiver will be a combination, providing reception of standard, FM, television and facsimile broadcasting. "It would be the instrument around which will revolve the social and cultural life of the American family."

With the opening of the very high frequency spectrum there will be many problems which will face engineers of the FCC. "It should not be difficult for the legislators to see that the FCC is going to be kept very busy in the next decade if it confines its intentions solely to studying and regulating the technical standards of transmission of the external effects of radio emanations," he said.

Mr. Hanson handed to the Committee the following recommendations for legislation, declaring that if the Committee accepts these principles as basic, the drafting of a new radio law will be greatly simplified:

That the powers of the Federal Communications Commission be confined to:

1. Granting of licenses. The principles upon which these grants of license must be made should be defined clearly in the basic law passed by Congress.

2. Establishment of technical standards of transmission in cooperation with the practical engineers of the radio industry.

3. Policing of the external, technical effects of radio emanations."

RCA Development

FOR THE FIRST time, atoms in ultra-microscopic particles no larger than 1/100,000 of an inch in diameter, can be identified, thanks to the electron micro-analyzer, developed experimentally by Dr. James Hillier of RCA Labs. The new tool of science promises to reveal untold mysteries about the infinite particles constituting matter. Inventor Hillier also participated with Dr. V. K. Zworykin, associate research director of RCA Labs., in designing the first practical electron microscope to be produced in this country.

Callahan Leaves

VINCENT F. Callahan, chief of advertising, press and radio of the Treasury War Bond staff, last Friday announced his resignation to return to private business. Formerly with NBC Washington and ex-manager of WWL New Orleans and WBZ-WBZA Boston-Springfield, he joined the Treasury three years ago. He plans to take a vacation before returning to broadcasting.

HOWARD H. WILSON Co., Chicago, station representative, effective Dec. 1 has been appointed representative for WHCU Ithaca, New York.

THOMAS ADVOCATES ADVERTISING CUT

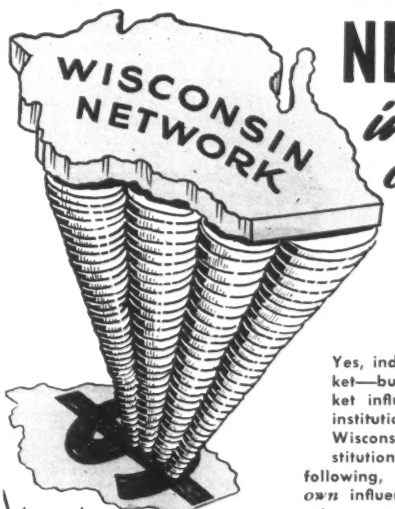
A CEILING on advertising was put forth as a means of combating inflation, in a radio address by Norman Thomas, Socialist leader, speaking on "Creeping Inflation", one of a series linking present problems with those of the post-war world. Mr. Thomas claims that the public is "subsidizing these lavish advertisers to the tune of 80 or sometimes 90 cents on the dollar. This is the sum which otherwise they would pay the Government in much needed taxes."

"If great corporations," Mr. Thomas said, "directly or indirectly want to propagandize us . . . let them pay for it out of their own profits." He cited forums, which, without a sponsor often undergo damaging time changes and bad positions. However, he asserted, "forums which are sponsored will be subject to influence and pressures inconsistent with the best discussions of public issues."

He suggested that stations set aside a proportion of desirable time for "forums and other educational programs", and also that there be a balance between commercially-sponsored and sustaining time. It is most important, Mr. Thomas added, "that we protect ourselves from the use of the radio by government or private interests for one-sided propaganda."

"It's a radio survey. They want to know—am I listening to 'Counterspy' on WFDF Flint."

ONLY *with* WISCONSIN NETWORK.. *in Wisconsin can you cover this* BILLION DOLLAR MARKET!



Yes, indeed, it is a billion dollar market—but distinctly a home town market influenced mainly by home town institutions. The eight stations of the Wisconsin Network are home town institutions—each with its own loyal following, its *own* local identity, its *own* influence! Your program and product can go into Wisconsin homes every operating hour. Each station is heard *all the time*, not just when the weather is right. This home town market is not influenced by any metropolitan station, any other regional or national network. Wisconsin is *not* a part of any other "community." We're farmers who top the nation as No. 1 Dairy State and war workers on contracts of over a billion dollars. Let the Wisconsin Network introduce you and your product to them!

1st in DAIRY PRODUCTS 9th in WAR ORDERS

WHBY *Appleton*
KFIZ *Fond du Lac*
WCLO *Janesville*
WIBU *Poynette-Madison*
WRJN *Racine*
WHBL *Sheboygan*
WSAU *Wausau*
WFHR *Wisconsin Rapids*

WISCONSIN NETWORK, Inc.

MAIN OFFICE—WISCONSIN RAPIDS, WISCONSIN

"Plug Kendrick says:

SHOWS MEAN AUDIENCE!

TERRY AND THE PIRATES
McTIQUE VIEWS SPORTS
BREAKFAST AT SARDI'S
LADIES BE SEATED
THE MYSTERY CHEF
CAPTAIN MIDNIGHT
GEORGIA WILDACTS
SPOTLIGHT BANDS
THE LONE RANGER
JACK ARMSTRONG
BREAKFAST CLUB
HOP HARRIGAN
DICK TRACY
TED MALONE

ALL ON —

WINN LOUISVILLE *with* WINN *Your* BLUE NETWORK STATION *in* LOUISVILLE, KY.

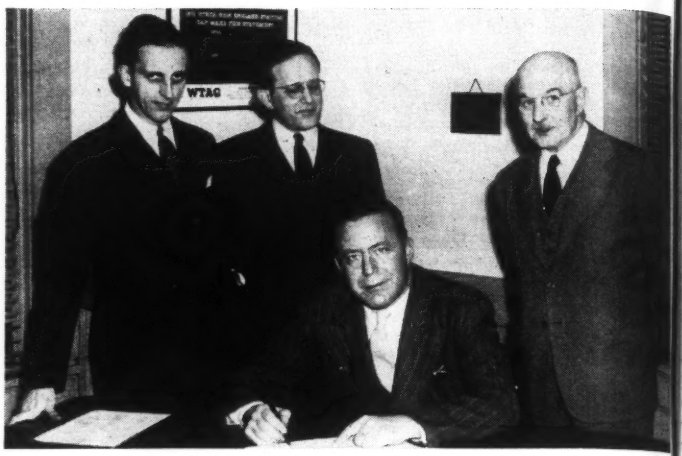
D. E. "Plug" Kendrick
President and General Manager

G. F. "Red" Bauer
Sales Manager

VIDEO RECEPTION LINKED TO BAND

THE HIGH frequency wave used in television is such that satisfactory reception cannot be obtained in all receiver locations, it was disclosed by Allen B. Dumont, president, and Thomas T. Goldsmith, research director, of Allen B. Dumont Labs., Passaic, speaking before a joint meeting of the Institute of Radio Engineers and Radio Club in New York last Wednesday. The report was the result of field surveys of the three television transmitters in the New York area. The unsatisfactory reception in certain locations, it was reported, was due to the reflection of waves from large buildings or structures near the transmitters or receivers. The interference is magnified as the frequency of transmission is increased. However, these problems, it was stated, will not interfere materially with the development of postwar television if the television broadcasting allocations are permitted to remain in their present place in the spectrum.

DOROTHY LEWIS, NAB coordinator of listener activities, reported on her recent cross-country tour at a meeting of the Philadelphia regional group of the Assn. of Women Directors last Friday. During the day Mrs. Lewis conferred with Philadelphia station executives, including WCAU's Ruth Chilton, AWD president.



SIGNING for expanded time on WTAG Worcester, Mass., is Brooks Shumaker, general manager of William Filene's Sons Co. and recent chairman of the Worcester committee for NAB's "Air Force and the Retailer". Filene's daily five-minute *Did You Know* on WTAG now becomes a quarter-hour show for the next 52 weeks. Left to right standing are: Herbert L. Krueger, WTAG commercial manager; Fred Miller, assistant manager, Filene's; E. E. Hill, WTAG managing director.

RETAIL NUT CRACKED

Nashville Stores Purchase WLAC Airtime

TOUGH NUT of retailing has been cracked wide open in Nashville by WLAC. The station now carries over 36 hours of time for three of the largest department stores in Nashville, with several smaller stores following in their wake.

Most interesting history of radio advertising in the Tennessee city is that of Bell's Booteries, which was strictly a newspaper advertiser until a few months ago. Tom Baker, station representative, interested Rue Roberts, store manager, in a new kind of news and quiz program combined, *Children Analyze the News*. Every Thursday at 5:15 p.m., six children from various Nashville grade schools hold extemporaneous discussions on current events. The program features little advertising, as it is designed mainly to build goodwill among the younger generation. The idea is so successful that Bell's Booteries has bought two additional programs, and has renewed the children's discussion for another 52 weeks.

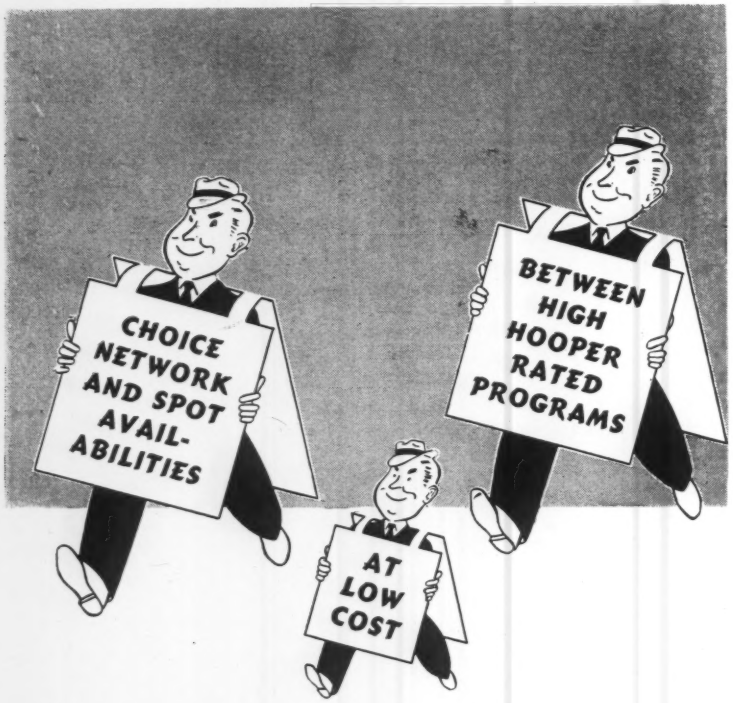
CIAA Lima Meeting

ANNUAL meeting of representatives from Latin America and the United States of the Radio Division of the Coordinator of Inter-American Affairs was held Nov. 29-Dec. 4 in Lima, Peru, with four representatives from this country making the trip to confer on plans for the coming year, as well as discuss reports on 1943 operations. Those attending from New York and Washington included:

Wilfred S. Roberts, director of the New York Radio Division; John W. G. Ogilvie, acting director of the Washington Radio Division; Miss Kay Bailly of the radio division, and John Begg, representing the State Dept. CIAA representatives in Latin America present at the conference were Cyrus Nathan, Chile; Frank Linder, Uruguay; Frances M. Adams, Ecuador; Arturi Urritea, Bolivia; Stuart Ayres, Peru; Herbert Cerwin, Mexico; Joseph Reis, Venezuela; F. Granger, Argentina, and T. Macardle and Joun Wiggin, Brazil.

Ski Reports on WQXR

MEMBERS of the Switzerland Cheese Assn., with no products to sell, but a desire to build up a post-war market for Swiss Cheese, have signed a 13-week test contract with WQXR New York for a weekly five-minute report on skiing conditions in the Northeastern area. Program starts Dec. 17, 5:40 p.m. Business was placed direct.



By all comparisons, KXYZ is your best radio buy in Houston today. Rates still are at rock bottom . . . KXYZ programs have excellent Hooper rating . . . and there remain a few select network and spot availabilities. Your Branham man has all the facts . . . telephone or write him today.

KXYZ

NOW 5,000 WATTS
1320 KC BLUE, MUTUAL
HOUSTON, TEXAS

• represented by The Branham Company

BUY BOTH! KXYZ AND KRIS, CORPUS CHRISTI — A MONEY-SAVING COMBINATION

KOZY

FM in KANSAS CITY

EVERETT L. DILLARD
General Manager
PORTER BLDG.
KANSAS CITY

FCC Seen Starting News Service

(*Continued from page 9*)

Garey and Chief Investigator Barger shared the questioning of last week's witnesses.

Mr. Gordon, former CBS news editor who joined OWI in August 1942, said that his division was set up "to do two things: to help news agencies obtain information not ordinarily available to them to help combat enemy propaganda to this country".

He said he joined OWI at the invitation and request of Elmer Davis, OWI director and former CBS newscaster. Mr. Gordon's testimony completed the committee's inquiry into the FBIS, except for evidence expected to be introduced by the FCC when it is called.

Ex-RID Employe Reports FCC Deferment Efforts

Counsel Garey read into the record Wednesday a letter from John T. Duty, Auburn, Me., former employe of the FCC RID in which Mr. Duty charged that when he reported for duty at a RID primary station at Millis, Mass., Jan. 16, 1942, the Commission "without knowledge of my ability and possible value to the RID section, wanted to apply to my draft board for an occupational deferment".

Mr. Duty wrote that in spite of his 4-F classification, "they told me it was orders from Washington to apply for deferment of all men when they joined the FCC". He added that he later "read the order myself".

The former FCC employe charged there was no systematic method of training new personnel in the FBIS, and no effort made, so far as he could learn, to determine the loyalty of new employes who were entrusted with information concerning subversive activities.

Questioned Last Spring; Has Memory Lapse

After three weeks Mr. Duty wrote that he was transferred to a secondary station at Ellsworth, Me., where a watch was kept on the Merchant Marine distress frequency. He was instructed to telephone distress signals, long distance, to the Coast Guard "even if I heard the Coast Guard or Navy working the ship in distress". When he inquired about that, he wrote, "it was pointed out to me that the Commission desired these reports to submit to the appropriations committee to justify their request for a large budget. They said the larger appropriation the FCC got the more likely that he would have a good job and not go in the Army." Mr. Duty wrote that he left the FCC after two months.

Jacques Downs, who testified his title might be Chief Librarian or Chief of Information Service of FBIS, was questioned about a statement he allegedly gave Harry S. Barger, chief investigator for the committee, last May 25.

In explaining his job Mr. Downs, an employe of the FCC for nine years, told of a call from Army G-2 "just this morning before I came here" in which he was asked when the Eighth Air Force made its first raid, "and where". He refused to divulge the source of information he gave the Army, remarking: "That's my business".

When Mr. Garey appealed to the chairman that the committee was entitled to answers, the witness said: "That has nothing to do with this investigation."

Rep. Miller demanded to know whether the witness obtained his information for the Army from FCC files or outside sources. Mr. Downs finally replied from FCC files but that he checked it with "outside sources" of which he has about 500, "some governmental and some private".

A check at the War Dept. as to whether the Army consulted the FCC to determine when a raid was made brought from an officer who declined to be quoted the information that the Army keeps its own records and that if the FCC were called it could have been by an individual officer who wanted some "information about a broacast of the raid".

From time to time, as Mr. Garey referred to the interview with Investigator Barger, the witness replied: "I don't remember". Mr. Downs frequently appealed to Chairman Lea that he didn't remember and that "words were put in my mouth".

"Suppose you tell the committee what you did tell Mr. Barger, how much of it was true and how much false," said Mr. Garey, but the witness continued to evade questions. Rep. Miller several times demanded direct replies and Mr. Garey reminded the witness he was under oath, asking if the presence of Charles R. Denny Jr., FCC general counsel and other Commission officials "have any effect on your recollection".

He admitted he told Mr. Barger that Harold N. Graves, former chief of the FBIS analysis division and now a Naval ensign, was "an inexperienced youngster" but categorically denied that he told the investigator Mr. Graves sought favor with Chairman Fly, that he had asked Mr. Barger to withhold his name because he feared reprisals or that he gave Mr. Barger copies of analyses with penciled notations. Later, however, he recalled giving certain documents to Mr. Barger when Mr. Garey asked him to identify them. On the witness stand Mr. Barger heard the general counsel read into the record the investigator's report of the May interview, then testified he made shorthand notes during his conference with Mr. Downs and transcribed his notes immediately after.

Former FBIS Official Calls it 'Valueless'

At Wednesday afternoon's session Thomas A. Moore of Chicago, now with the export division of Libby, McNeill & Libby, and former senior

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NATIONAL REPRESENTATIVES

FREE & PETERS, INC.,

administrative officer of FBIS, testified that in his opinion the FBIS analysis division was inefficient because it "is valueless". He recommended that a Government information service be set up, apart from a regulatory agency, to gather material from foreign broadcasts for each Government department.

Under cross-examination he testified that he felt the opinions of persons writing analyses are bound to creep into the finished product. Prior to joining the FCC in September 1941 he was for 11 years with the American Radiator Co. in Belgium and served CBS as Belgian correspondent for a period in 1940. He left the Commission last Sept. 23, he said.

He told the committee that the analysis section "forecast actions of the enemy" based on the number of times certain references were used in foreign broadcasts. "I don't believe it's possible to forecast the action of the enemy by coding the number of references by the number of times they are broadcast," he said. "The whole FBIS is groping in the dark and relying on the experience of what few propagandists it has. Most of the employes were social psychologists and professors at various universities."

When Mr. Garey questioned him regarding Mr. Graves, the witness replied:

"I think Harold Graves is a very nice boy. He will improve. My own opinion is Harold Graves had responsibilities shoved on his young shoulders and he wasn't experienced enough to handle them."

He testified that he felt the U. S. was far behind European countries in gathering and sifting information from foreign broadcasts. The FBIS has made "tremendous progress", he said, "but it has been hampered along the sidelines by people not clear on what's happening." He specifically charged that the "life of the FBIS has been hampered by the Commission".

POST-WAR EXPANSION of FM was subject of discussion when W. R. David (left) and Dr. E. F. W. Alexanderson (right) of General Electric Co. appeared on WBCA, Schenectady FM station, in program saluting third anniversary of city's pioneer FM station WGFM. Mr. David predicted that within five years after the war there would be 500 FM stations. In the center of the group is Len Asch, WBCA manager.

Ensign Graves Insists On His Qualifications

Mr. Moore said he was "rebuked" several times, "once by Mr. Fly" for attempting to offer suggestions for improving FBIS service. He was told to route any suggestions he had through Mr. Graves, he added.

Mr. Graves, now an ensign in the Navy, who followed Mr. Moore, asked permission to give the committee his qualifications as an employe of FBIS. Mr. Barger, who took over the examination, said that his questions would permit the witness to bring out that information. Mr. Garey left the room and Mr. Denny went to Chairman Lea to protest that Ens. Graves should be permitted to tell of his qualifications at the outset. Chairman Lea left it up to the witness. Ens. Graves gave his background as follows: Graduated from Princeton U. in 1935 with a B.A. degree in architecture; graduated from Columbia U., 1936, with Master's degree in journalism; was research assistant in the foreign affairs department of *Literary Digest;* spent three years as associate editor of *Pathfinder;* directed the Princeton Listening Center; wrote numerous articles on radio and propaganda.

Ens. Graves testified that the FBIS was organized as a three-part organization, including a technical engineering staff, a linguist-clerical staff and "most important in the scheme, an analysis division". Distribution of news, he said, "attached itself to the FBIS" in April 1941. He said that radios in foreign countries often had news on the air hours and "even days" ahead of the press associations in Europe and that such news was monitored and turned over to the OWI "who in turn passes it on to the press services and newspapers".

In setting up his budget requirements, however, Ens. Graves said he listed the news distribution service as "information section".

Ens. Graves Details Work of FBIS

Returning to the stand Thursday Ens. Graves told the committee that news gathered by the FBIS was selected and edited before it went to the OWI. He questioned whether analyses prepared by the FBIS analysis division reflected the views of the analysts, because the "analyst has a responsibility to see in his interpretation that he has not failed to consider what other Government agencies want."

Ens. Graves explained in detail how the FBIS functions and told the committee it provides news for the Coordinator of Inter-American Affairs, just as it does for the OWI. When Mr. Barger asked if any act of Congress had authorized the FBIS to engage in news distribution, the witness replied:

"It was certainly understood by Congress that the FBIS was to furnish broadcast information to other agencies of the Government. The fact that OWI takes the material and delivers it to the press is none of our business." He admitted, under questioning, that a large part of the enemy broadcasts intercepted by FBIS consisted of propaganda the enemy wants Americans to hear, although he said, too, that broadcasts for home consumption in Germany and Japan also were incorporated in the FBIS material.

He testified that FBIS, as four months ago when he left the FCC to enter the Navy, had seven wire services. Ens. Graves also told the committee that the *New York Times* was used as a basis of "fair treatment" of the news by the FBIS analysis division in culling items for its various services.

Says 'N. Y. Times' Used As Standard of Fairness

Referring to a series of analyses by FBIS of foreign language newscasts in this country, Ens. Graves said that using the *New York Times* as a "standard of good news treatment", his analysists discovered there was "less mention" of Russia's part in the war than the *Times* had given.

Questioning and testimony then centered around a joint statement on rights of FBIS employees to join the United Federal Workers of America (CIO), although when Investigator Barger pressed the question of labor-management agreement, the witness said there was no agreement, "just a joint statement".

Mr. Barger questioned Ens. Graves on the refusal of the State Dept. to grant William E. Dow, Jr., former FCC employe, a passport but Robert D. Leigh, chief of the FBIS, who was a spectator, told Chairman Lea he expected to be called and would testify fully on that phase.

When Mr. Barger asked the chairman to request of Mr. Leigh correspondence between FCC and the State Dept. relating to the question, the chairman asked Mr. Leigh: "Is it all right with you to give us the correspondence in advance?".

At the conclusion of his testimony, Ens. Graves said he felt that the committee had been given an unfavorable impression of the analysis division through questioning by counsel and that he thought "it would be dangerous to accept the evidence" presented thus far. Rep. Lea assured the witness the FCC would have full opportunity to appear and that Ens. Graves himself may return if he so desires.

KFEL and MBS Sign

MBS officials report "satisfactory progress" in the acceptance of the network's new contracts, placing the relationship between Mutual and its affiliates on a basis comparable to that of the other major networks [BROADCASTING, Nov. 29]. Although the network has not released a list of stations who have converted their old contracts to the new forms, it was learned that KFEL Denver, is one of that number, dispelling rumors that this station was breaking off its Mutual affiliation.

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WINCHARGER CORPORATION
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Censorship Codes Revised

(*Continued from page 11*)

arnings released specifically for broadcast by the Weather Bureau authorities.

NOTE.—Special events reporters, covering sports or any outdoor assignments (fires, floods, storms, etc.), are cautioned especially against mention of wind directions.

Under (b) Armed Forces, Exceptions (1), sentence now reads:

(1). Armed Forces in the United States: Those in training camps and units assigned to domestic police duty, as regards names, addresses, location and general character.

Delete under (2) sentence starting "Individual addresses etc."

Under (f) Enemy air attack, delete paragraph starting "Mention of any raid etc." and substitute:

Mention of any raid in the continental United States during its course, except on appropriate authority of the designated representatives of the Defense Commander in whose area the raid occurs or the War Department in Washington.

Under (i) Fortifications and air installations, delete sentence starting "Location of civilian etc." and "Information concerning etc." and substitute:

Information concerning installations for military purposes outside the United States.

Delete (j) Sabotage and (k) Production and substitute the following:

(j) Sabotage.—Specifications (including information on bottlenecks) which saboteurs could use to damage military objectives. No mention of sabotage should be made except on appropriate authority of the military agency concerned or the Department of Justice.

(k) Production (see also Sabotage).—New or secret Allied military weapons, identity and location of plants making them; designs or rate of production or consumption of any specific type of war materiel; formulas, processes or experiments connected with war production.

Information on imports, exports or Government stock piles of critical or strategic materials, such as tin, natural rubber, uranium, chromium, tantalum, manganese, quinine, tungsten, platinum and high-octane gasoline.

Movement or transportation of war materiel.

NOTE.—Program of production for general categories of war materiel such as planes, tanks, guns, vehicles and munitions may be reported, but statistical information on specific weapons such as bombers, fighter planes, 155 mm. guns, medium tanks, etc., should be avoided without appropriate authority.

Delete entirely (1) Unconfirmed Reports, Rumors.

Paragraph (m) in former code now becomes (1). Only change is to insert, in second sentence, after "Letters from" the words "combat zones." This replaces the words "service men". Sentence now reads: "Letters from combat zones are censored at the source for home and family consumption only."

Paragraph on war prisoners etc. is replaced by the following:

(m) War prisoners, internees, civilian prisoners.—Information as to arrival, movements, confinement, escape, or identity of military prisoners from war zones; identity of persons arrested or interned as enemy aliens; locations or operations of alien internment camps; place of confinement of civilians convicted of treason, espionage, or sabotage.

NOTE.—The appropriate authority for information as to war prisoners or their camps is the War Department; for escaped prisoners, the War Department or the F. B. I.; for information as to enemy aliens or their camps, or civilian prisoners described above, the Department of Justice. In any inquiry, please make certain whether the individuals involved are military prisoners of war, enemy aliens, or resettled citizens or aliens.

Paragraph on military intelligence now reads:

(n) Military intelligence. — Information concerning war intelligence, or the operations, or equipment of counter-intelligence of the United States, its allies, or the enemy.

Information concerning secret detection devices.

Information concerning secret United States or Allied means or systems of military communication, including the establishment of new International points of communication.

Paragraph on war news from outside the U. S. now reads:

(o) War news coming into the United States.—War information originating outside United States territory may be broadcast if its origin is made plain.

Any recordings or information for broadcast gathered in any form that is sent across the United States—Canadian border should contain nothing that will conflict with the censorship of the country in which the information originates.

The general paragraph, formerly (q) and now (p), is revised. Eliminate "Strategy—Secret war plans" and substitute the following:

Strategy.—Secret war plans, or diplomatic negotiations or conversations which concern military operations.

Eliminate last two paragraphs of (q) in original code, re-titled (p), starting with "Premature disclosure" and ending with "smoke clouds."

Under the section Foreign Language Broadcasts (b) Scripts, at end of first sentence strike out the words "with an English translation." Last sentence of same section should be revised to read: "These scripts or transcriptions should be kept on file at the station."

Delete sections (c) Submission of Scripts and (d), replacing with the following:

(c) Censors and monitors.—In order that these functions can be performed in a manner consistent with the demands of security, station managers are reminded that their staffs should include capable linguists as censors and monitors whose duty it will be to review all scripts in advance of broadcast and check them during broadcast against deviation.

(d) Submission of scripts.—From time to time the Office of Censorship will ask foreign language broadcasters to submit specified scripts to this office for review. If a station obtains its foreign language program from another originating point via network, these requirements do not apply; in such event the originating station will be held responsible for fulfilling the requests contained herein.

(e) Station managements are reminded that all provisions of this code, as outlined in Sections I and II, apply equally to foreign language broadcasting.

WBIR Sale

APPLICATION was filed with the FCC last week for the voluntary assignment of the license of WBIR Knoxville, Tenn., from J. W. Birdwell, sole owner, to the American Broadcasting Corp., licensee of WLAP Lexington, Ky., for the sum of $135,000. American Broadcasting Corp. is controlled by J. Lindsay Nunn and his son, Gilmore N. Nunn, previous owners of the *Lexington Herald*. They also were holders of two-thirds interest in KICA Clovis, N. M.

Auto-Lite on NBC

AUTO-LITE BATTERY Corp., Niagara Falls, N. Y., which has been planning a network program for several months, is expected to go on NBC in January with a program entitled *Command Theatre*, by Arch Oboler and featuring Ronald Colman as a permanent star and m.c., according to both NBC and Ruthrauff & Ryan, New York, agency in charge.

"Less Frequency from This Transmitter"

Yessir, the ol' boy has lost his spark (and nerve, too): No wonder, either, when he can't even hide in his Berchtesgarden cellar without being rocked by blasting block-busters.

Now, the Allies are doing the talking . . . not barbaric shouting, but terse, sharp commands from planes, ships and mobile field units that heap destruction on Ailing Adolph. Gates transmitter equipment is there in the thick of the battle . . . designed for action, engineered for dependability.

Today, all our 21 years of craftsmanship in precision manufacturing is concentrated upon communications equipment for war. Tomorrow, all the new engineering techniques originating here will be used in peacetime . . . making famous Gates equipment better at lower cost. . . .

in the meantime, our engineering staff is ready to assist and advise on the maintenance of your present equipment—whether you are Gates-equipped, or not.

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MORNING INDEX MON. THRU FRI. 8:00 – 12:00 A.M.	A	WGRC	B	C
	13.6	28.3	32.2	25.0
AFTERNOON INDEX MON. THRU FRI. 12:00 – 6:00 P.M.	A	WGRC	B	C
	32.6	30.4	21.8	13.2
SUN. THRU SAT. EVENING INDEX 6:00 – 10:00 P.M.	A	WGRC	B	C
	35.0	17.9	37.8	7.8

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Commentators Critical of News Setup In Handling of Vital Wartime Stories

OFFICIAL handling of wartime news, including the Cairo and Teheran conferences, occupied the attention of representatives of radio and wire services, including Reuters, London, during a *Commentators-Roundtable* program on WHN New York, last Thursday, Dec. 9. Preceding an informal discussion, each of the newsmen presented a prepared statement on the topic of the broadcast: "Are we getting enough news?"

Sidney Walton, WHN, answered the question in the negative, pointing out that the Berlin Radio had announced the Cairo Conference four days prior to Reuters' release of the news, and that it was common rumor in New York before that. As a result, when the conferees were on their way to Iran, "the world, including American press services, was listening to Berlin for the news," he said. "Certainly Americans now have more respect for the enemy's news services," he concluded.

Time Lags

Reuters' joint news manager, Walter A. Cole, held a similar view—that the Axis gained from time lags in Allied communications.

"The flow of factual reporting should synchronize with the first announcement of the action," he said. Continuing on the subject of Axis propaganda, he added "it is in the blank period between the communique and the news build-up that they flood the neutrals, and once their account of the story is out, it takes a lot of displacing." The solution lay in assigning top-flight newsmen to the military services, and in giving them proper authority, he said.

Security First

Phil Newson, radio news manager of United Press, said the security of the United Nations should be the first consideration in the handling of news. "Our judgment must be subordinated to those who know better than we the issues involved—our own and Allied military leaders," he said. J. C. Oestreicher, director of foreign service of International News Service, felt that with a few exceptions censorship authorities' restrictions were reasonable, and pointed out that proper steps usually were taken to correct the situation when the administration proved to be at fault.

Concerning handling of the Near East conferences, Mr. Oestreicher attributed the confusion to lack of competent U. S. press relations officers, and to lack of "24-hour coordination" between British and American press censorships "at all places of news origin". The press should make a constant effort to correct "existing inequities and horse and buggy tactics" with due concern for the protection of human lives, he said.

Other speakers included Paul Sullivan and George Hamilton Coombs Jr., WHN; and Charles Honce, general news editor, Associated Press.

CBS Program Authority Delegated to Dept. Heads

DOUGLAS COULTER, CBS vice-president in charge of programs, has announced an expansion of authority for the heads of the major divisions of the department, thereby forming a "general staff" which will confer frequently with Mr. Coulter and his "immediate aide," W. H. Fineshriber.

Under the new arrangement, all programs of an educational and a public service character will come under the executive review of Lyman Bryson, director of the division of education, in addition to those educational programs he personally directs. Programs primarily of a story-telling nature will be under the general supervision of Robert J. Landry, director of program writing, while news programs will continue under Paul White, director of news broadcasts, as will musical shows under James Fassett, director of the music division.

OWI Names Ludlam

GEORGE P. LUDLAM, chief of the special assignment division, OWI Domestic Radio Bureau, has been appointed deputy chief of the New York branch, succeeding Merritt W. Barnum who has resigned to return to Ruthrauff & Ryan, Phil Cohen, chief of the Bureau, announced Thursday. Mr. Ludlam will continue to handle the special assignment operations. Mr. Barnum will be a vice-president of R & R, specializing in development of new programs. He was a radio director in the agency prior to entering the Government.

Out of the Blue

NETWORK and agency representatives attending the OWI Radio Bureau regional meeting in Chicago Dec. 1 had something of a surprise when the time arrived to hear OWI Director Elmer Davis over a closed circuit from Washington. Phil Cohen, chief of the Bureau, was watching the seconds. The group waited in anticipation for the big moment. Finally, a voice emerged from the speaker. But it was definitely not that of Mr. Davis. It was the voice of Alma Kitchell, broadcasting her regular program on the BLUE network. "Things move pretty fast in Washington these days, and that might be the new head of the Office of War Information", Mr. Cohen remarked. Mr. Davis' voice came through a few moments later.

Promotes Comedy

AN UNUSUAL newspaper campaign plugging four network comedy shows, one on CBS and three on NBC, is currently running on a nationwide basis as a test by Lever Bros. Co., Cambridge, for its Swan soap program featuring George Burns and Gracie Allen. The six-inch ads are headed "Comedy Night —two solid hours of laughs every Tuesday night" and carry no identifying names other than those of the programs and local network stations carrying them. Besides the *Burns & Allen* show on CBS are *Fibber McGee & Molly*, *Bob Hope* and *Red Skelton*, on NBC. All four half-hour shows follow each other consecutively, from 9 to 11 p.m. Agency is Young & Rubicam, New York.

MILLER McCLINTOCK, president of Mutual, on Dec. 14 will be the featured speaker at a luncheon of the Sales Executive Club of New York at the Hotel Roosevelt. Topic will be "Peace is a Business Proposition."

OWI DOMESTIC Radio Bureau officials met 75 representatives of networks, agencies, sponsors and local stations at the Chicago studios of the BLUE, Dec. 1. Leading discussion of radio's part in disseminating vital war facts were E. R. Borroff (seated), vice-president heading the network's central division and the Bureau's regional consultant for Chicago (1 to r) Philip H. Cohen, bureau chief; Lavinia Schwartz, deputy chief of the Chicago bureau office; Rod Holmgren, her assistant; John D. Hymes, chief of bureau's station relations; John Mullen, chief of bureau production; and William M. Spire, bureau deputy chief.

Special U. S. Counsel Sought in Suit Brought By Watson, Dodd and Lovett

A RESOLUTION authorizing employment of special counsel to represent the Government in suits filed by two former FCC employes and one of the Interior Dept. will be introduced early this week in the House by Rep. John H. Kerr (D-N.C.), chairman of an Appropriations subcommittee which investigated the three.

Goodwin B. Watson and William E. Dodd Jr. of the FCC and Robert Morss Lovett of the Interior Dept. filed suit in the U. S. Court of Claims contesting constitutionality of a rider in a deficiency appropriations bill which eliminated their salaries as of Nov. 15. In hearings before the House Select Committee to Investigate the FCC a fortnight ago it was hinted that the FCC and Dept. of Justice collaborated in arranging for the three men to remain at their desks without pay to test the law.

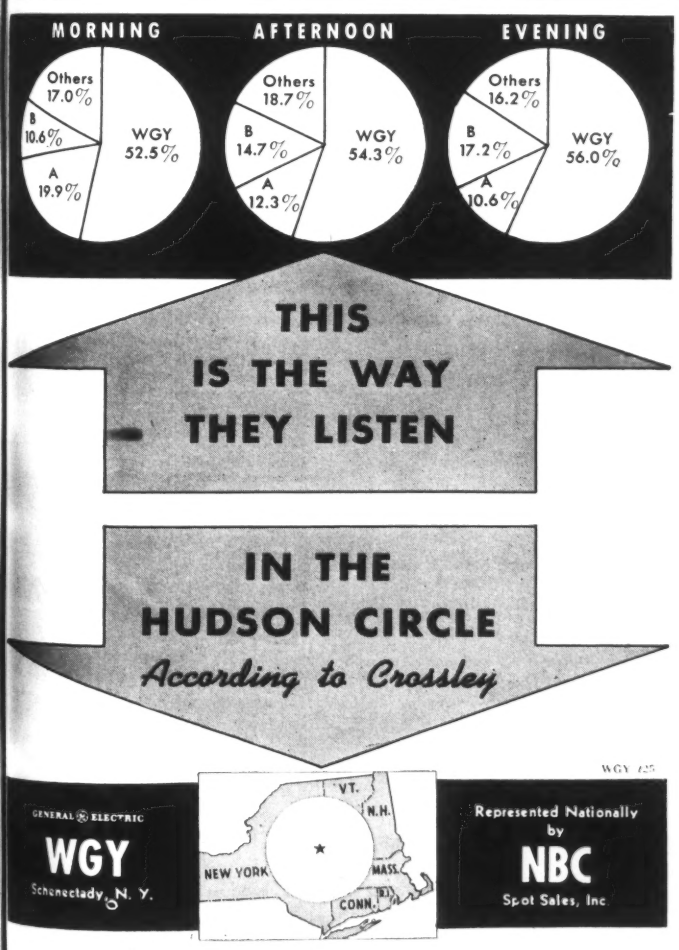
Atty. Gen. Biddle last week advised Rep. Kerr that Congress was within its jurisdiction in employing special counsel. On the floor of the House Tuesday Rep. Ralph E. Church (R-Ill.), charged that "while the suits are brought by three individuals, it is surely recognized that in reality it is the executive branch of the Government which is here challenging a basic right and power of Congress."

AFRA-NBC Agreement

SUBSTANTIAL salary increases and other adjustments have been effected in a new contract signed by American Federation of Radio Artists with NBC to cover sound effects men, and in renewal pacts signed by AFRA's New York local with WMCA and WNEW New York. The station contracts are for 18 months and cover actors, announcers and singers, while the NBC-AFRA agreement runs to Oct. 31, 1944.

Arbitration Program

RADIO ARBITRATION Corp., New York, has completed plans for distribution to other stations of Samuel R. Zack's *Labor Arbitration* program, heard on WMCA New York. RAC was organized last fall by a group of three business men and philanthropists interested in spreading Mr. Zack's methods of settling labor disputes. Four West Virginia stations—WCHS WPAR WBLK and WSAZ, and WARM Scranton, Pa., have signed for the program starting after the first of the year. Series may be taken off the WMCA wire by WINX Washington and a Philadelphia station. Discs are cut by WOR Recording, New York.



CONTRACT SIGNING ceremonies for new quiz show, *Battle of the Bureaus*, originating over WTOP Washington, centers about Corp. Arthur J. Rosenblatt, president of Brooks Inc. (women's wearing apparel), sponsor of the show. Left to right are: Harwod Martin of Harwood Martin agency; Adele Ritchie, advertising manager of Brooks; Corp. Rosenblatt; and WTOP salesman Gordon Hayes. Program which is broadcast from Arlington Farms, community on the Virginia side of the Potomac for government girls, is heard Sundays, 1-1:30 p.m.

Commentators Featured As Manufacturers Meet

LEADING business executives, Government, and Army and Navy officials, were speakers last week at the Second War Congress of American Industry of the National Assn. of Manufacturers, held Dec. 8-10 at the Hotel Waldorf-Astoria, New York. All four major networks made arrangements to carry some of the speeches from the convention, and George Putnam, NBC news commentator, presented news summaries for the delegates.

A plaque honoring 13 correspondents killed in line of duty was presented Dec. 8 by Frederick C. Crawford, president of the NAM, to Lucien Kirtland, president of the Overseas Press Club. At the luncheon session an "Armchair Generals" panel was held with participating commentators including Maj. George Fielding Eliot and William L. Shirer, CBS, and Paul Schubert, MBS.

Writers Sign With NBC

RADIO WRITERS' GUILD has signed a contract with NBC covering 40 newswriters in the network's shortwave department. The new pact calls for salary minimums of $2,600 a year for junior writers and $3,800 for senior writers, these increased wages to be subject to approval of the War Labor Board. The RWG also released the names of its four member representatives on the Authors League Council as Erik Barnouw, Stuart Hawkins, Kenneth Webb and Richard McDonagh.

Swing Honored

RAYMOND GRAM SWING, BLUE news analyst, is the only radio personality represented in the recent national leadership survey conducted by *Newsweek* magazine and announced in the Dec. 6 issue.

Why local Advertisers are selecting KGO

Look below and see what increased Hooper ratings, aggressive promotion and steady growth of the Blue Network have done for KGO. Here is one increase in local business over the same months of 1942.

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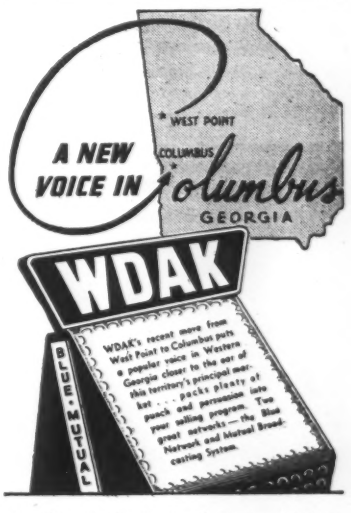
A NEW VOICE IN
WEST POINT
COLUMBUS
Columbus
GEORGIA
WDAK
WDAK's recent move from West Point to Columbus puts a popular voice in Western Georgia closer to the ear of this territory's principal merchant . . . packs plenty of punch and persuasion into your selling program. Two great networks—the Blue Network and Mutual Broadcasting System.
BLUE · MUTUAL

Headley-Reed, National Representative

The TEXAS RANGERS now

Selling Cold Tablets on KOMO Seattle

...also selling many other products on many other stations.

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THE BRIGHT SPOT of Eastern New York

SCHENECTADY WTRY The Buying Triangle TROY ALBANY

Only BLUE Network Station Covering this Area

New Rules of the Federal Communications Commission Permit You to Place Your NBC, Blue or CBS Network Programs on WSAY
—if the network they are on cannot furnish coverage here

WSAY
ROCHESTER, N. Y.
MUTUAL OUTLET

THIRD LARGEST MARKET in the COUNTRY'S GREATEST STATE

Actions of the FEDERAL COMMUNICATIONS COMMISSION

DECEMBER 4 TO DECEMBER 10 INCLUSIVE

Decisions . . .

DECEMBER 7

Worcester Telegram Publishing Co., Worcester, Mass.—Granted CP new FM station to operate on 46,100 kc, 4,465 sq. mi. area. Conditions.

KVAK Atchison, Kan.—Granted CP increase power from 100 w to 250 w, make change in transmitting equipment.

KVAN Vancouver, Wash.—Designated hearing application for CP change from 910 kc to 930 kc and 250 w N, 500 w D, unlimited.

WSPR Springfield, Mass.—Designated hearing application for CP increase power from 500 w to 1 kw, DA-DN, make changes transmitting equipment.

WTMA Charleston, S. C.—Designated hearing move formerly licensed transmitter to site of new transmitter for use as auxiliary 250 w.

KGNF North Platte, Neb.—Granted change call letters to KODY.

DECEMBER 8

WOKO Albany, N. Y.—Granted petition for extension time to Dec. 20 to file proposed findings re application license renewal.

KOBH Rapid City, S. D.—Granted motion to dismiss without prejudice application for CP change 1400 kc to 610 kc, increase power 250 w to 5 kw, DA-N, change and move transmitter.

Buckeye Broadcasting Co., Akron—Granted petition to dismiss without prejudice application for CP requestng WJW facilities.

DECEMBER 10

KGY Olympia, Wash.—Granted license cover CP authorizing increase power 100 w to 250 w, make changes transmitting equipment.

Applications . . .

DECEMBER 6

WRBL Columbus, Ga.—CP install synchronous amplifier near Ft. Benning, Ga., operate 1230 kc, 250 w.

KTBI Tacoma, Wash.—CP change 1490 kc to 1220 kc.

Broadcasting Corp. of America, Brawley, Cal.—CP new standard station.

KPQ Wenatchee, Wash.—Extension special service authorization operate on 560 kc. 500 w N, 1 kw D, unlimited, using transmitter authorized, to May 1, 1944.

DECEMBER 8

WMCA New York—Mod. license change corporate name to WMCA Inc.

WBIR Knoxville, Tenn. — Voluntary assgn. license from J. W. Birdwell to American Broadcasting Corp.

DECEMBER 10

Columbia Broadcasting System, Hollywood—CP new FM station operate on 43,100 kc, 34,000 sq. mi. coverage.

Network Accounts

All time Eastern Wartime unless indicated

New Business

ADAM HAT STORES, New York, starts *Star for a Night* on 130 BLUE stations, Wed., 10:30-11 p.m. Agency: Glicksman Adv., N. Y.

GENERAL FOODS Corp., New York (Jell-O, Jell-O pudcings), on Jan. 3 starts untitled program on 54 CBS stations, Mon. thru Fri., 10:30-10:45 a.m. Agency: Young & Rubicam, N. Y.

PETER FOX BREWING Co., Chicago, on Dec. 21 for 52 weeks starts *Fox DeLuxe Variety Hall* on 17 BLUE stations Tues., 6:30-7 p.m. Agency: Schwimmer & Scott, Chicago.

PHILCO Corp. of Canada Ltd., Toronto (receivers), on Dec. 5 started *Radio Hall of Fame* on 11 CBC stations, Sun. 6-7 p.m. Agency: Sayre M. Ramsdell Assoc., Philadelphia.

GILLETTE Safety Razor Co., Boston, on Jan. 1 only sponsors Cotton Bowl game on more than 200 MBS stations, 2 p.m. to end of game. Agency: Maxon Inc., Detroit.

ANCHOR HOCKING Glass Corp., Lancaster, Ohio (glass tableware), on Jan. 8 starts *Corliss Archer* on 120 CBS stations, Sat., 5-5:30 p.m. Agency: William H. Weintraub & Co., N. Y.

SHERWIN-WILLIAMS Co., Cleveland (Kemtone), on Jan. 5 starts Joseph Dunninger, telepathist on 170 BLUE stations, We., 9-9:30 p.m. Agency: Warwick & Legler, New York.

OMAR Inc., Omaha (Ranch House Pancake Flour), on Jan. 3 for 26 weeks starts *Ranch House Jim* on 22 BLUE stations, Mon., Wed., and Fri., 3:45-4 p.m. Agency: MacFarland Aveyard & Co., Chicago.

BENEFICIAL CASUALTY Co., Los Angeles (insurance), on Jan. 2 starts for 13 weeks *Captain Quiz* on 5 BLUE Pacific stations (KECA KGO KJR KGA KEX), Sun. 10:15-10:30 a.m. (PWT). Agency: Hillman-Shane-Breyer, Los Angeles.

A. E. STALEY Mfg. Co., Decatur, Ill. (Stoy, corn starch, corn syrup), on Jan. 3 starts *Sweet River* on 166 BLUE stations, Mon. thru Fri., 10-10:15 a.m. Agency: Blackett-Sample-Hummert, Chicago.

MUTUAL BENEFIT Health & Accident Assn., Omaha, on Jan. 14 starts *Freedom of Opportunity* on 125 Mutual stations, Fri., 8:30-9 p.m. Agency: Arthur Meyerhoff & Co., Chicago.

LEVER BROS. Co., Cambridge (Vimms), on Jan. 5 starts *Frank Sinatra* show on more than 120 CBS stations, Wed., 9-9:30 p.m. Agency: J. Walter Thompson Co., N. Y.

Renewal Accounts

RADIO BIBLE CLASS, Detroit, on Jan. 2 renews *Radio Bible Class* on 170 MBS stations, Sun., 10-10:30 a.m. (broadcast on Don Lee Network 9 p.m. PWT). Agency: Aircasters Inc., Detroit.

CARNATION Milk Co., Milwaukee, on Jan. 3 renews for 52 weeks *Carnation Contented Program* on 63 NBC stations, Mon., 10-10:30 p.m. Agency: Erwin Wasey & Co., Chicago.

W. L. DOUGLAS SHOE Co., Brockton, Mass., on Dec. 5 renewed for 52 weeks *Tonight's World News* on 15 Mutual stations, and shifted time from 10:30-10:45 p.m. to 11:45 a.m.-12 noon Sundays. Agency: Harold Cabot Co., Boston.

F. W. FITCH Co., Des Moines (Shampoo, Hair Tonic, Brushless Shave Cream), on Jan. 2 renews for 52 weeks *Fitch Bandwagon* on 132 NBC stations, Sun., 7:30-8 p.m. Agency: L. W. Ramsey, Davenport.

PURINA MILLS, St. Louis (Purina feeds), on Jan. 1 renews for 52 weeks *Grand Ole Opry* on 26 NBC stations, Sat., 7:30-8 p.m. (Reb 9-9:30 p.m.). Agency: Gardner Adv., St. Louis.

Network Changes

NORTHWESTERN YEAST Co., Chicago, on Jan. 8 shifts *Songs of a Dreamer* from Mon., Wed. and Fri., 10:15 a.m., to Sat., 10-10:15 a.m., at the same time adding 20 BLUE stations, making a total of 37 BLUE stations. Agency: MacFarland Aveyard & Co., Chicago.

STANDARD BRANDS Inc., New York (Royal Desserts, Chase & Sanborn Coffee, and S-B vitamin products), on Jan. 3 shifts *Open Door* from 126 NBC stations, Mon. thru Fri., 10:15-10:30 a.m. to 117 CBS stations, Mon. thru Fri., 3:15-4 p.m. Agency: Ted Bates Inc., N. Y.

STANDARD BRANDS Inc., New York (Tender Leaf Tea), on Jan. 3 adds 29 CBS stations to *Mary Marlin*, making a total of 67 CBS stations, and on Feb. 28 adds 53 CBS stations making a total of 120, Mon. thru Fri., 3-3:15 p.m. Agency: J. Walter Thompson Co., New York.

SINCLAIR OIL CO., New York, extends Arthur Hale's *Confidentially Yours* from Dec. 7 thru Jan. 1 on 101 MBS stations, Tues. and Thurs., 7:45-8 p.m. Agency: Hixson O'Donnell Adv., N. Y.

Sayre to Memphis

R. B. SAYRE, with Graybar Electric Co. for the past 22 years, has taken over the managership of the Memphis office replacing O. B. Chandler, who died recently after 24 years service.

Media Men Elect Tveter

T. NORMAN TVETER of Erwin Wasey & Co., was elected president for the coming year of the Media Men's Assn., following a meeting of the group last week in New York. Other officers elected include Robert B. White, Wm. Esty & Co., and E. A. Elliott, Campbell-Ewald Co., vice-presidents; Ray Huhta, Kenyon & Eckhardt, secretary; E. R. Wood, Lynn Sumner Co., treasurer; and D. M. Gordon, Ruthrauff & Ryan, sergeant-at-arms. The executive board is now made up of Joseph Burland, Lambert & Feasley; Joseph Vessey, Kenyon & Eckhardt and John J. Hagan, Lloyd, Chesley & Dillingham.

in the CONTROL ROOM

W. SHERIDAN GILBERT, former engineer of KYW Philadelphia now on active service with the Navy, has been promoted to the rank of lieutenant (s.g.).

JEAN KIRWAN, control room operator at WDRC Hartford on Dec. 6 was married to Pfc. Russell Nanton, former station announcer.

LOUIS WEINBERGER, engineer of WELI New Haven, will shortly enter the armed forces.

GORDON SIMMONS, WMPS Memphis transmitter engineer, is the father of a boy born Dec. 1.

TONY GELUCH, engineer of CBR Vancouver, recently became the father of a boy.

CAPT. CHARLES COLMAN, studio engineer of WFIL Philadelphia before entering the Army, has been elevated to the rank of major.

JACK EISMAN leaves the engineering staff of KYW Philadelphia Dec. 18 to join the Army.

DAVE LIGHT, sound engineer of KNX Hollywood, and Marlyn Mintz of Los Angeles, were married Dec. 6.

WILLIAM McHARDIE has been named chief engineer of KTMS Santa Barbara, Cal., replacing Winifred Wileman, resigned.

ZENO WALL Jr. has joined Fairchild Aircraft Corp., Burlington, N. C., as safety engineer. He was formerly a salesman for WWNC Asheville, N. C.

U.P. gives you "THE WORLD'S BEST COVERAGE OF THE WORLD'S BIGGEST NEWS"

CLASSIFIED Advertisements

Situations Wanted, 10c per word. Help Wanted and other classifications, 15c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Count three words for box address. Forms close one week preceding issue. Send Box replies to BROADCASTING Magazine, National Press Building, Washington 4, D. C.

PAYABLE IN ADVANCE

Help Wanted

Wanted—First or Second Class Operator. Announcing ability desirable but not essential. Give full details. Draft status, Starting Salary First Letter. Write Box 609, BROADCASTING.

Want to settle down and work for real people in a real town? Then here's what you're looking for. 1000 watt part time station in best town in North Carolina has opening for Program Director and one announcer who can do news. Basic salary in keeping with ability. State all in first letter. Need you right away. Box 613, BROADCASTING.

Texas Finest Local Station—Joining CBS network approximately January 1st, has opening for two announcers. Salary. Excellent living conditions. Especially interested good morning shift man. Send details, draft and marital status, expected starting salary, transcription availability. Box 611, BROADCASTING.

Wanted—Announcer with some experience. Advise age, draft status, salary expected and details in first letter. Write Box 608, BROADCASTING.

Wanted—Announcer-operator with first class license. Must be capable of news and general announcing network station. Send details to KSEI, Pocatello, Idaho.

Salesman—Permanent salary job southwestern regional network affiliate, local accounts, some national distributor's contacts. Write Box 607, BROADCASTING, giving background, earnings, draft status, etc.

Man or Woman—To sell and service accounts on new Blue-Mutual station. State salary requirements. WDAK Columbus, Ga.

Announcer—Who wants permanent place with new Blue-Mutual station. Starting pay, $35-$40 week. Write or wire WDAK, Columbus, Ga.

Wanted—Experienced local salesman. Permanent position with top station in leading New England market. Give all particulars, salary requirement, and include photo in first letter. Radio Station WTAG, Worcester, Mass.

ANNOUNCER—Permanent position for experienced man. $56.00 for fifty hours. A real opportunity. Send transcription with full details to Manager, WFDF, Flint, Michigan.

Wanted—Two announcers with personality, intelligence, control board experience and the will to work. Salary is moderate, but the opportunity is great. The station is WPDQ 5000 watts in Jacksonville, Florida. Apply direct and send references and audition record.

WANTED—Radio news writer and editor by network. Give experience, references, and draft classification and state whether you can obtain a statement of availability from your present employer. Box 603, BROADCASTING.

WANTED

PRODUCTION MAN

A major New York Station seeks a good production man—preferably but not necessarily with experience at an independent station. Our staff know of this advertisement.

BOX 614 BROADCASTING

Help Wanted (Cont'd)

Wanted—First or second class radio engineer, permanent connection, excellent position in mid-western city. Write Box 598, BROADCASTING.

EXPERIENCED ANNOUNCER—Wanted by network affiliate station in Ohio. Send information concerning draft, extent of experience, and other details in first letter. Write Box 592, BROADCASTING.

Situations Wanted

Experienced Music Director—Librarian and announcer. Young man, 4-F, Box 602, BROADCASTING.

Operator—First class license, experienced, available soon, East preferred. Box 600, BROADCASTING.

First Class Radio Telephone Operator—Desires permanent position. Robert N. Armstrong, Box 471, Mancos, Col.

Program Director, Announcer—Seven years' experience local, Mutual, CBS, versatile, dependable, age 30, 4-F, college, $50 minimum. Box 591, BROADCASTING.

PROGRAM DIRECTOR—SIX years in sports, play by play, news, commercial, classical music and personality announcing and writing as executive announcer. Two years college radio training equivalent. 28 and 2-A, two children. Box 590, BROADCASTING.

TRAINED RADIO HELP AVAILABLE—To help offset the shortage of technically trained Radio personnel, we are preparing women for second and first class radio-telephone licenses and other Radio communication work. Some trained girls are available right along. When you need women technicians, please write us. No obligation. No fees. **DeFOREST'S TRAINING, INC.**, 2533 N. Ashland Ave., Chicago 14, Illinois.

WRITER - PRODUCER - ANNOUNCER, SEEKS POSITION WITH PROGRESSIVE STATION OR AGENCY. AT PRESENT PROGRAM DIRECTOR CLEAR CHANNEL NETWORK AFFILIATE. SIX YEARS' EXPERIENCE, COLLEGE GRADUATE, MARRIED DRAFT EXEMPT. BOX 604, BROADCASTING.

Gag-Writer—Draft deferred, 29. Will send particulars. New style. I travel light. Will go anywhere. Box 599, BROADCASTING.

Announcer—50 KW experience five years. Special events, discs jockey, service discharge, married, reliable, 24. Available January first. Box 595, BROADCASTING.

Wanted to Buy

Wanted to Buy—One Western Electric type 10A tuner in good condition. Box 610, BROADCASTING.

Wanted to Buy—Complete broadcast station equipment, 250-500-1 kw with tower speech equipment frequency and mod. mon. etc. or going 250 watter in western U. S. Cash deal. Box 606, BROADCASTING.

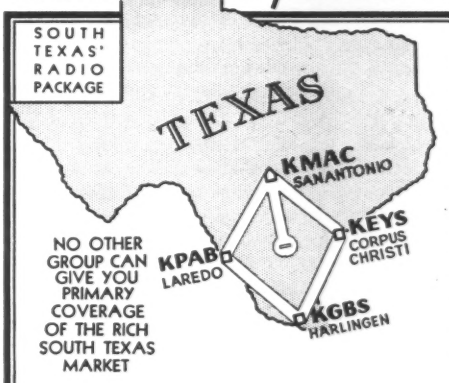
Highly Successful Manager—Will purchase all or majority interest local or regional station in city not less than 50,000. Inquire Box 597, BROADCASTING.

Wanted—Wincharger tower, frequency monitor, modulation monitor and studio equipment. Box 596, BROADCASTING.

WANTED TO BUY—200 to 250 ft. **BLAW KNOX OR SIMILAR STEEL TOWER.** Box 593, BROADCASTING.

WANTED TO BUY—250 watt transmitter complete with any other radio station equipment. Box 612, BROADCASTING.

EVERY TEAM *Plays Best* on its HOME DIAMOND


SOUTH TEXAS' RADIO PACKAGE
TEXAS
KMAC SANANTONIO
KEYS CORPUS CHRISTI
KPAB LAREDO
KGBS HARLINGEN
NO OTHER GROUP CAN GIVE YOU PRIMARY COVERAGE OF THE RICH SOUTH TEXAS MARKET

If you want your game played by the home team in South Texas—this is it! Four stations in South Texas' Radio Package that are in there pitching for you all the time; each batting for you and your products in its own local area; all teaming up to run up your score throughout the whole rich South Texas market. Find out more about this great team, and how it'll play ball for you!

Write, Phone or Wire Collect for Market Information, Rates, Primary and Secondary Coverage and Merchandising Plans

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NATIONAL BANK OF COMMERCE BLDG., SAN ANTONIO, TEXAS

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SAINT PAUL, MINNESOTA

GEORGE C. DAVIS
Consulting Radio Engineer
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Frequency Monitoring
Commercial Radio Equip. Co.
- Evening Star Building, Washington, D. C.
- 321 E. Gregory Boulevard, Kansas City, Mo.
- Cross Roads of the World, Hollywood, Calif.

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EXACT MEASUREMENTS ANY HOUR—AND DAY
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WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

BROADCAST REPAIR SERVICE COMPANY
Specialists In The Repair Of Reproducing and Recording Equipment
334 Arcade Bldg., St. Louis, Mo.

Please Return Promptly the 1944 Yearbook Questionnaires

FMBI Advocates FCC Rule Change

Allocation Report Made At Chicago; New York Convention Jan. 26

SUITABLE actions to alleviate future problems in FM broadcasting were outlined by some 63 members of Frequency Modulation Broadcasters Inc., who met in Chicago Dec. 8. Particular stress was placed on ethics, engineering problems and regional control.

Officers of the FMBI present at the meeting included Walter J. Damm, WTMJ, president; Theodore Streibert, WOR vice-president; and directors John Shepard III, Yankee Network; Ray J. Manson, Stromberg-Carlson, WHEM; Arthur Church, Midland Broadcasting Co.; and George Lang, WGN.

Among proposals approved was one calling for a two-day annual convention, the first to be held in New York, Jan. 26-27, to which all who are interested in FM are invited. Mr. Streibert was named chairman of the convention committee.

Two new committees were appointed; one, under the guidance of Mr. Manson, to compile a new FM booklet, to acquaint the public with current progress in the field; and the other, headed by Arthur Church, to draft a code of Ethics and Practices for FM broadcasting.

It was announced that headquarters of the FMBI would be reopened with Washington, D. C. the contemplated site. No one was named to be in charge of the office.

Changes Proposed

Following a luncheon given by WGN Chicago, the afternoon session was given over to discussion of the report of the FMBI Allocation Committee, which gave general consideration to technical differences in the performance of FM and AM, "influenced by what FM can and is capable of doing, and not by the limitations imposed on the present day standard broadcast band by the inherent limitations of AM itself." Included in recommended changes in the FCC rules and regulations were:

That use of the dual terminology "High Frequency Broadcast Stations" and "FM Broadcasting Stations" be resolved to the use of the latter designation as being more favored by the public;

That the principle of allocation based upon assigning Service Areas to station applicants be retained, but that the rigid coupling of service areas to Trade Areas be abandoned;

That in granting licenses to FM Broadcast Stations, the Commission take into account such factors as the natural coverage area based on proposed location, power, antenna gain and the laws of propagation for the territory to be served, and the ability of the station to deliver adequate service to the community or communities the station is primarily intended to serve;

That in licensing a station the Commission shall define the area throughout which that station shall be protected against interference from other stations on the same channel, even though the facilities to be installed do not provide coverage of the ultimate area;

That the Commission allow a period of commercial, program and engineering development to provide for normal growth before requiring installation of facilities to cover the ultimate area proposed, taking into consideration that the growth of the listening audience in different sections will be at different rates.

Those Present

Members of the Engineering Allocation Committee are: Everett L. Dillard, chairman, KOZY; C. M. Jansky, Jr., Jansky & Bailey; W. R. David, General Electric Co., Schenectady, N. Y.; F. M. Doolittle, and Ray H. Manson, who are representatives of one of the 14 FMBI panels considering problems to be submitted to the RTPB.

Among those present at the meeting were:

Walter J. Damm, WTMJ, Wilwaukee; Phil Merryman, NBC; L. W. Herzog, Journal Co., Milwaukee; G. W. Lang, WGN; Cecil D. Mastin, WNBF; George M. Lohnes, Jansky & Bailey; John Shepard III, Yankee Network; Craig Lawrence, Iowa Broadcasting Co., Des Moines; Thomas Prior, WJAR, Providence, R. I.; L. L. Thompson, Metropolitan Television Inc.; W. B. Lodge, CBS; Robert F. Wolfskill, Comm'l Radio Equipment Co., FM-KOZY; Frank Stanton, CBS; T. A. Smith, RCA; P. A. Loyet, WHO, Des Moines; C. M. Lewis, RCA; A. R. Hopkins, RCA; C. M. Jansky Jr., Jansky & Bailey; Everett L. Dillard, Comm'l Radio Equipment Co., KOZY; Milton W. Woodward, Comm'l Radio Equipment Co., KOZY; John W. Hammond, Bendix Radio Division, Bendix Aviation; K. L. Gardner, WHAM; Edward M. Hamlin, KSD; B. E. Shackelford; RCA; Ray H. Manson, Stromberg-Carlson, WHAM; J. R. Poppele WOR; Edward Hoffman, WMIN; L. F. Cramer, Allen B. Dumont; Clarence Leich, WGBF-WEOA; F. A. Gehres, WGBF-WEOA; G. E. Gustafson, Zenith Radio Corp.; Robert A. Fiox, WGAR; Edwin K. Wheeler, WENA, *Detroit News;* A. Friedenthal, WJR Detroit; Nathan Williams, Engineer (private), Oshkosh, Wis.; J. D. Kintzek, A. C. Nielsen Co.; Ernest D. Ross, A. C. Nielsen Co.; George Reynolds, WSM-FM; Howard Luttgens, NBC; D. B. McKey, Graybar Electric Co.; H. C. Crowell, Moody Bible Institute; D. C. Summerford, WHAS; George M. Jackson, WROW, Terre Haute, Ind.; Anita DeMars, WABC, New York; Shirley Katzander, *Chicago Sun;* J. B. Conley, Westinghouse, WOWO-FM; E. J. Stubitz. Blaw Knox Co.; A. B. Church, Midland Broadcasting Co.; W. L. Coulson, WHAS Louisville; R. J. Rockwell, Crosley Corp., Broadcast Branch; Morgan Murphy, Lakes Broadcasting Co., WEBC; Samuel Woodworth, WFBL, Syracuse, N. Y.; M. N. Johns, WOSH; E. E. Hill, WTAG; W. R. David, General Electric Co., Schenectady, N. Y.; T. P. Begy, General Electric Co., Schenectady, N. Y.; Paul Chamberlain, General Electric Co., Schenectady, N. Y.

Finlay Manager of CBL

JAMES FINLAY has been appointed manager of CBL Toronto, succeeding Dick Claringbull who has held the posts of Ontario regional representative of the Canadian Broadcasting Corp. and manager of CBL and CJBC, Toronto. Mr. Claringbull remains regional representative, with supervision of the two Toronto stations, while Spence Caldwell has been appointed manager of CJBC [BROADCASTING, Nov. 29]. Mr. Finlay has produced many outstanding CBS network sustaining and commercial programs including Canadian shows for General Foods, International Silver, and Victory Loan drives. He is Canadian producer of the *CBS School of the Air.*

Miami Margarine Renews

MIAMI MARGARINE Co., through its vice-president, Carl Heidrich, has renewed its 52-week contract on WMC Memphis and KDKA Pittsburgh. The company, maker of Nu-Maid Margarine, has found radio has increased its consumer demands over the two-year period that firm has used radio. Ralph H. Jones Co., Cincinnati and New York, is the agency.

RUSSIA'S gratitude to the NBC Symphony Orchestra, and to its conductors, Arturo Toscanini and Leopold Stokowski, for their aid in promoting Russian War Relief and Russian music is expressed in an exhibition in the House of the Red Army, in Moscow.

Drawn for BROADCASTING by Sid Hix

"Calm down, Dear . . . those kisses were only sound effects!"

RADIO THEME MARKS EDUCATION MEETING

SPEAKERS for the Fourth Annual Health Education conference, theme of which is "Radio in Health Education", were announced last week, with sessions slated for morning and afternoon of Dec. 14 at the New York Academy of Medicine.

Morning speakers include Dr. Arthur F. Chace, president of the Academy; Dr. Donald B. Armstrong, presiding chairman, and vice-president of Metropolitan Life Insurance Co.; Dr. Iago Galdston, head of the Academy's medical information bureau; Dr. W. Bauer, director of the Bureau of Health Education of the American Medical Assn.; Dr. Paul F. Lazarsfeld, director of the Office of Radio Research; Philip H. Cohen, chief of the domestic radio bureau of the OWI; Dr. Alan Gregg, director of The Medical Sciences, Rockefeller Foundation.

Theme of the afternoon session will be "Responsibilities of the Radio Industry in Public Health" with speakers including Dr. Ernest L. Stebbins, New York City Commissioner of Health; Willard D. Egolf, assistant to the president of the NAB; Leon Goldstein, special features director of WMCA New York; Edgar Kobak, executive vice-president of the BLUE; Lyman Bryson, director of education of CBS; Morris S. Novik, director of WNYC, New York's municipal station. Miller McClintock, president of Mutual, will give a summary and review of the session which will be followed by a general discussion.

War Ad Contest

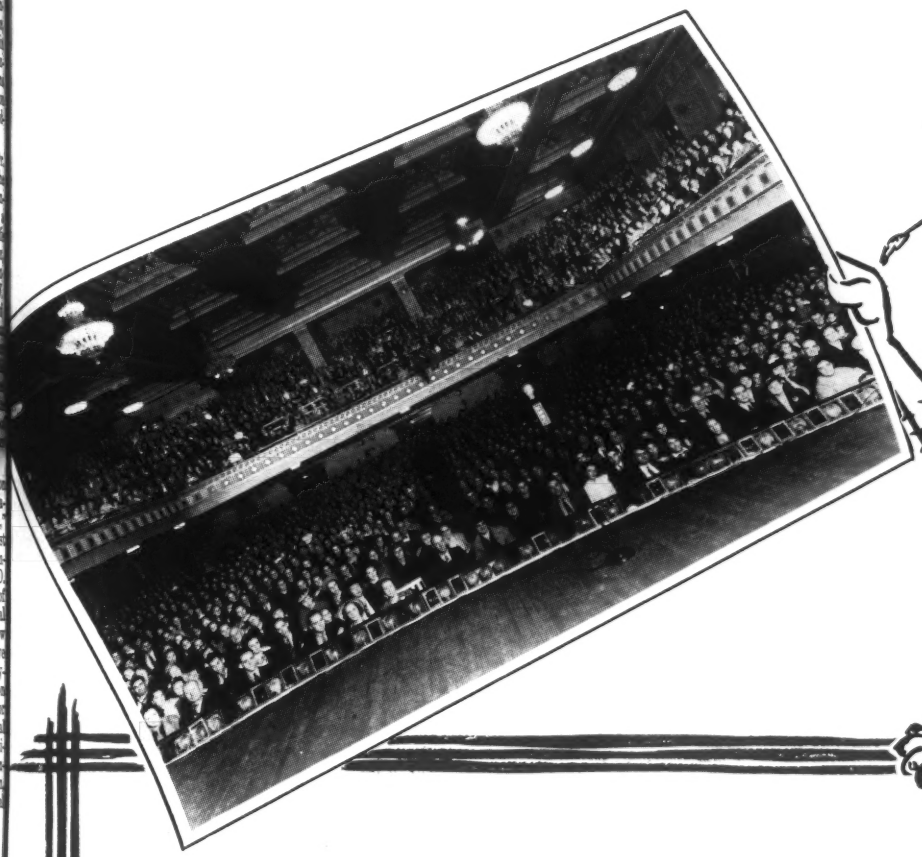
ALTHOUGH *Advertising & Selling* magazine recently announced that its annual advertising awards will be suspended this year because of war conditions, the administrative board for the awards under the chairmanship of Stuart Peabody, Borden Co., will judge a series of wartime advertisements in which chief recognition will be given to the theme of "America at War."

According to F. C. Kendall, vice-president of *Advertising & Selling* and executive secretary of the awards, a special committee composed of members of the administrative board, members of the War Advertising Council, Office of War Information and other officials will be asked to select the 100 outstanding war ads of 1943 from a group of several hundred already collected.

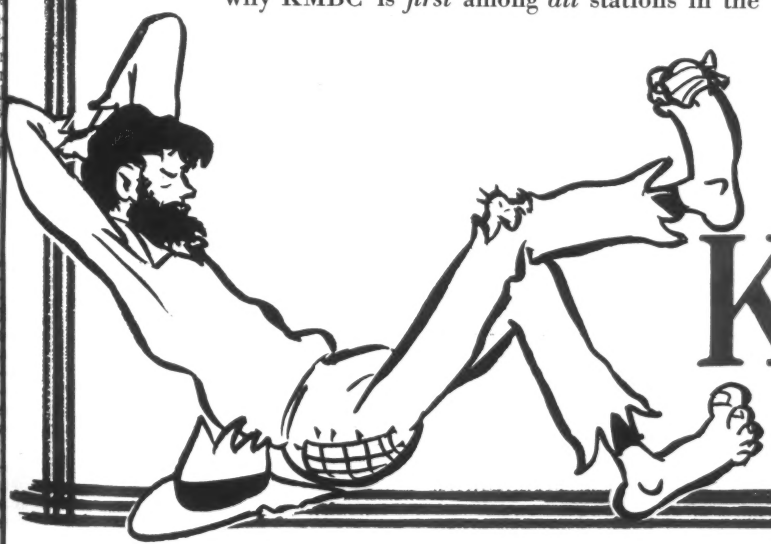
Elgin on Blue Jan. 14

ELGIN National Watch Co., Elgin, Ill., will sponsor a mystery program centering around the character *Nero Wolfe* on the BLUE starting Jan. 14. Program will be heard on more than 130 stations Fridays 7-7:30 p.m., with rebroadcast at 10:30 for midwest, mountain and Pacific areas. Series was heard earlier this year on New England Regional Network for J. B. Williams Co. J. Walter Thompson Co., Chicago, handles Elgin which is discontinuing *The Man Behind the Gun* on CBS after the broadcast of Dec. 25.

XUM



There's a little hillbilly in the lot of us. Otherwise explain the overflow thousands turning out Saturday nights in metropolitan Kansas City for the seventh successful season of this, the Middlewest's greatest radio-stage show—*the KMBC Brush Creek Follies.* Explain, too, one of radio's highest *urban* listener ratings, as shown by all accredited surveys—be it Saturday nights from the Follies or throughout the week when this great array of Brush Creek talent gives KMBC's programming schedule its *plus* appeal. Just another of many reasons why KMBC is *first* among *all* stations in the "Heart of America"!



KMBC

OF KANSAS CITY

FREE & PETERS, INC.